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• BEEF COUNCIL

BEEF ON FATHER'S DAY

• PUERTO RICO

# AMERICAN CATTLE PRODUCER

• THE CATTLEMAN'S BUSINESS MAGAZINE

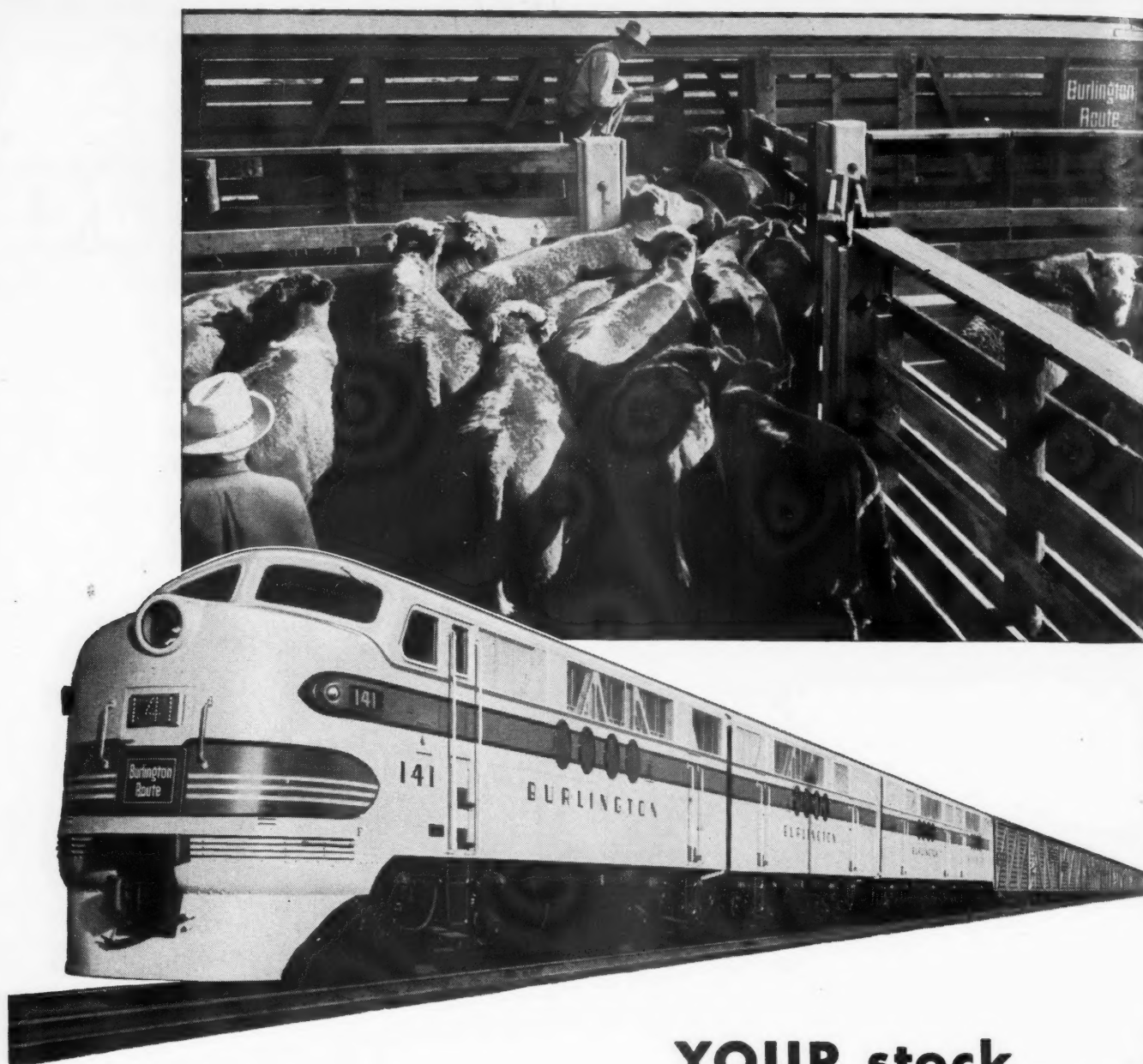
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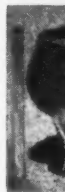
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May, 1955



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**T**HE FRANKLIN COMPANY is a lifetime specialist in Blackleg protection.

For nearly 40 years FRANKLINS have concentrated on producing superior quality products to eliminate Blackleg loss.

The first vaccine to give immunity against Blackleg was developed by Dr. O. M. Franklin while at the Kansas Agricultural College back in 1916. Later as head of the Franklin laboratories in Amarillo, Texas, he developed Blackleg Bacterin.

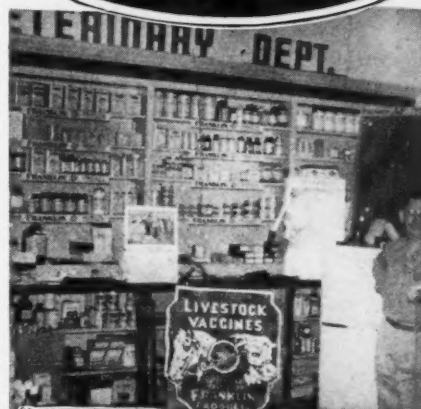
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contains full immunizing doses for both Blackleg and Malignant Edema. It is used by more stockmen to immunize more calves than any other brand.

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This Simple, Safe, Low Cost Method Enables Cattle to Keep Themselves Free of Flies.

Horn flies are said to cost stockmen in some areas as much as 20 pounds of weight.

With homemade Backrubber as pictured here cattle rid themselves of flies. Sacks are soaked each two or three weeks with Franklin Residual Spray.

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## HORNFLY CONTROL

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FRANKLIN PINKEYE POWDER dissolves readily in eye fluids. Stays longer. Quick and safe results. Puffer Tube - \$1.00

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rain here and the clovers and grasses  
are putting out beautifully. Our cattle  
came through the winter this trip with-  
out any ill effects. All in all, it looks  
pretty good for our range cattle, too.  
We still lack two inches to be up to the  
normal rainfall.—**David H. Bell**, Desha  
County, Ark.

**PAT ON THE BACK**—Enjoy both  
the Producer and Cow Business. Like  
the way the association is working to  
keep controls from cattle.—**Raymond  
Kellogg**, Meade County, S. D. . . . We  
sincerely enjoy the magazine and Cow  
Business.—**J. E. Selway**, Beaverhead  
County, Mont.

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valuable book. I used it in making our  
tax return. I like both your regular  
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to our various problems.—**J. Wallace  
Wintch**, Sanpete County, Utah.

(Continued on Page 26)



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**h**ow much is a healthy cow worth?

One family figures it at several hundred dollars—  
and their telephone saved them that much  
recently. When the cow got sick, a quick call  
to the vet brought help in the nick of time.  
Around the farm, you'll find that  
the telephone doesn't cost — *it pays!*

**MOUNTAIN STATES TELEPHONE**

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# The Lookout

**In prospect** is a continued high level of livestock production for 1955, if weather conditions are average and current intentions are carried out.

So far this year, slaughter and meat production have been above a year earlier. Output of beef and veal, lamb and mutton has been close to 1954 levels, while pork has been about  $\frac{1}{2}$  greater.

**Cattle slaughter** the rest of the year is expected to average as high as, or perhaps a little higher than, last year. Slaughter this summer may be slightly smaller than the drouth-expanded slaughter of last summer, but next fall will probably exceed a year earlier, says the USDA.

A higher proportion of cattle slaughtered the next four to six months will be fed cattle. The number of cattle and calves on feed in the Corn Belt on Apr. 1 was 8 per cent greater than a year earlier.

**Hog slaughter** will be above 1954 during all of 1955. However, the expansion in hog production seems to be slowing down. The Mar. 1 report for six Corn Belt states shows that most of the increases in this year's spring pig crop took place in December, January and February. For these states, a 3 per cent increase over last year was planned for March-May farrowings and a 2 per cent increase for June-August.

**Cattle and calf prices** in April were generally close to or higher than last April. While cattle prices will continue to average approximately the same as last year, a further seasonal downtrend in prices of fed cattle is likely this spring, continues the USDA.

Grass cattle prices will likely reach a peak this spring, and then decline seasonally this summer and fall.

**Sheep, lamb and hog prices** in April were below last April, with hogs down sharply. By mid-April, hog prices had strengthened somewhat from the low prices of early March and were expected to rise further to a seasonal summer peak.

The fall decline may begin fairly early. The large early-season farrowings will likely result in substantial early marketings.

**Domestic demand** for food and most other goods and services has improved over 1954 and is likely to continue higher the rest of the year. In the first quarter of 1955, consumer incomes, after taxes, were 3 per cent above the same period a year earlier. Expenditures for food continue to account for 25 per cent of consumers' disposable income—about the same proportion as in other postwar years.

Marketing costs, however, have increased slightly while prices received by farmers for food products have declined. The farmer's share of the consumer food dollar in the first quarter was 42 per cent compared with 45 per cent a year earlier.

**Economic activity** has improved significantly in the past six months, with a substantial part of the improvement reflecting record rates of output in automobiles and in construction. The impact of declining defense expenditures and of business inventory liquidation has practically ended. According to recent budget estimates, expenditures for national security programs will change little from current rates, after declining about one-fourth over the past 18 months.

**Consumer income**, after taxes, was estimated at an annual rate of more than \$260 billion in January-March—up somewhat from the last quarter of 1954.

The increase over the year was due mostly to a rise in wage and salary payments and in payments for social insurance benefits, including unemployment compensation. Prospects point to a higher level of income this year than in 1954.

**Marketings of livestock** and livestock products will remain high in 1955, and may exceed last year's record volume. Similarly, cash receipts from livestock and products may, on the whole, compare rather favorably with last year.



## How do you buy your bacon?

Remember what a job it was, slicing bacon from a slab? Risky, it was, and quite a contrast to the packaged bacon we buy at the store today. (Packaged bacon is handy, even if some of us do like thicker slices than most consumers!)

Sliced, packaged bacon is only one of a long list of convenient products that are now available. All of them have been developed to **SELL FOOD** by meeting the consumer's needs and wishes.

### Examples of products with "built-in services" are:

- Fully cooked, skinless, boneless, rolled hams
- Dozens of luncheon meats—Brown & Serve Sausage
- Meat pies, chicken pies, stuffed turkeys—ready for the oven
- Specially prepared meats for babies
- Frozen fried chicken—ready to serve after heating
- Canned hamburgers and frankfurters . . . ideal for picnics.



1955, our Centennial year, emphasizes how Swift is looking ahead to its second century of serving farmers and ranchers even better. 1955 also reflects the progress and experience of 100 years of operation—since the time G. F. Swift bought a heifer, dressed it and sold the meat, starting the business that is now Swift & Company.

# Price Spread can help you

*Convenient foods require extra services but expand the market for agricultural products.*

Today, about 21% of all married women have full-time jobs outside their homes. Another 5% have part-time work. There is not much time for "Do-it-yourself" in their kitchens. They, and millions of other consumers, are willing to pay for the extra services required to provide the convenient products that will save time and work.

To meet the requirements of millions of busy homemakers, Swift & Company produces a wide variety of "convenience" products. There are hundreds of these items, in which all or a great part of the

preparation has been done. They are in food stores everywhere—no doubt your family uses them, along with "convenience" products from other lines of the food industry.

The cost of the additional services increases the spread between what you get for agricultural products and what the housewife pays for food. Farmers and ranchers generally benefit, even though the price spread is greater. New and more convenient items stimulate the demand for meat and other livestock products . . . helping to bring to you greater total returns.



*Tom Glaze*

AGRICULTURAL RESEARCH DEPARTMENT

## SWIFT & COMPANY

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## 'Beneficence of Grass'

THE DUST BOWL and the uranium hunters! Newspapers are full of stories about both.

The stories, of course, point out how badly our land is being dealt with.

In the dust bowl—50 million acres—it is usually the story of the "suitcase farmer" who wanted to make a lot of money off wheat on thin-soiled land never meant for the plow.

The uranium story tells about the swarms of fortune hunters gouging public lands, about "week-end miners" nibbling the land to death.

**But there is an unwritten saga that should be the follow-up to all these stories about the rape of the land.**

**IT IS THE STORY** of the stockman who now stands

out in the face of this abuse of the land as a protector of the soil.

The stockman's story here is a simple one. His need, his appreciation of the "universal beneficence of grass," his way of life demands that he protect the grass. His life depends on it.

When will the story be told that the stockman's grass keeps the land from blowing; that his use of public land requires a protective cover so grass will grow again in the spring; that his seeking after grass instead of rank brush and tree growth gains water and wealth for all?

**IT'S A STORY** that needs to be told—in justice to the man who a few years ago was called by hot-headed critics a "despoiler" of the land.

## Another 'Beef Team' Member

THE Department of Agriculture released some figures on meat production which bear out earlier predictions of a big tonnage this year—26 billion pounds, in which beef will amount to 12.8 billion pounds.

As a result of this huge production, per capita meat consumption will again be right up near the top.

**Twenty-six billion pounds is a lot of meat, and the question is whether it can be moved into consumption at prices that will give a fair return to stockmen. That will depend to a large extent on the kind of selling job is done for it.**

LAST YEAR each person in the country, on the average, ate 79 pounds of beef—a record per capita consumption rate. And it is to the credit of the beef industry that those in it went out and sold the city folks on the value of their product. Consumers got a bargain. Producers got their cattle market stabilized.

What about 1955? The machinery for effective promotion of beef is still at hand. Most state and local groups, both cattlemen's and CowBelles', are set up to do a promotion job.

Beef promotion could be even more effective this year than last. Cattlemen now have a National BEEF Council ready to go, ready to promote beef in the big consuming centers. The organization was formed in Denver last month. It is designed to supplement the existing beef promotion agencies. The three groups—state and local promotion organizations, the National BEEF Council, and the cooperating national firms—should make an unbeatable "beef team."

The question with respect to the National Beef Council is whether cattlemen will give it the initial support it needs. State and local cattlemen's groups are being asked right now to pledge as much as they can toward the initial year's budget. If the industry gets back of it, it will be a way to capitalize on the interest that has been so abundantly created already; it will be the means of further extending the effectiveness of promotion into the bigger consuming centers.

The cattlemen's answer should be: first, a full support of the National BEEF Council, and, second, a continued enlargement of the state and local beef promotion efforts.

## GATT and OTC

THE ADMINISTRATION wants the United States to join an international Organization for Trade Co-operation. It is supposed to enforce the General Agreement on Tariffs and Trade (called GATT).

GATT's purpose is to make the rules for world commerce so that the tariff concessions a country makes will not be nullified by import quotas, preferential trading or other discriminatory action.

Admittedly these import restrictions have been widely used as a way out of commitments made in trade treaties. But the question is whether such an organization as OTC is necessary or will have any effect on an offending nation. Does it not after all depend upon how seriously a nation takes its promises?

The proposed organization, the OTC, has other functions: To promote consultations on world trade, sponsor trade negotiations, study the questions of international trade, and to "give full effect" to the purposes of GATT—which, we understand, should conduct its relations in the field of trade with a view to raising living standards, insuring full employment, promoting development of the economies of the contracting parties, etc.

**These objectives may sound good and noble but they go a long way beyond the administration of trade rules, and in the hands of an ambitious reformer could go pretty far in the direction of making over the whole world. Do we want to get taangled up in an organization to further such principles?**

CONGRESS, according to our constitution, is supposed to "regulate commerce with foreign nations." But that prerogative has already been all but surrendered to the Executive. Will Congress also now ratify the OTC and lay our constitution open to possible change by the outside world?

# The 'National' At Work

● Beef grading standards was the main subject of discussion by the newly formed feeder committee of the American National in an initial meeting in Denver a month ago. "Inequitable and unstable" administration of beef grade standards was charged and a request made for more uniform administration of the grading service. A subcommittee was named to consider adding a new grade between choice and prime to take into account the wide spread sometimes developing between top choice and top good. The committee also opposed provisions of HR 4269 which would place part of the cost of brand inspection on purchasers.

● The American National's legislative committee makes periodic trips to Washington, D. C., in the interest of the cattle industry. Primary purpose of this committee on such trips is to give our nation's legislators and administrators facts about bills, regulations or action affecting the cattle business. The committee is made up of Don Collins, chairman, and W. D. Farr, assistant, Colo.; Norman Barlow, Wyo.; G. R. Milburn, Mont.; Robert Lister, Ore.; Cushman Radebaugh, Fla., and J. G. Montague, counsel, Texas. A trip to Washington was made by the group in mid-April.

● A brief summary of the things the legislative committee (Assistant Secretary Rad Hall accompanied the group) did in Washington included conferences with: (1) officers of the Agricultural Marketing Service on beef grading inequities and brand inspection; (2) secretary of agriculture and other department heads on beef promotion and Forest Service problems; (3) western senators and government officials on reciprocal trade, long-term livestock credit, drouth relief and mining law revision; (4) agricultural research officers on brucellosis problems and further research in general; (5) officials of American Mining Congress on revision of law to bar use of mining claims for purpose other than prospecting or mining operations and to permit government control of timber and forage on claims, and prevent unnecessary damage to surface. Lyman Brewster and Alan Rogers, chairmen of the brand and research committees, participated.

● President Jay Taylor was a featured speaker at the National Independent Meat Packers Association meeting in Chicago Apr. 25. He is scheduled for talks at the North Dakota and Nebraska cattlemen's association conventions in June . . . Kelso Musser, Colo., chairman of the American National's public

lands committee, will testify in Washington against provision in a bill calling for "multiple use" advisory boards in Taylor grazing administration . . . Secretary F. E. Mollin will attend the American Assembly at Columbia University in the sessions dealing with national agricultural policy. He will also go to Washington on reciprocal trade questions . . . Assistant Secretary Rad Hall is slated for talks at the Oregon and Washington state association meetings. . . . Information Director Lyle Liggett was banquet speaker at the Ogle County Livestock Association annual banquet in Oregon, Ill., recently. More than 500 cattlemen attended the annual affair.

● The traffic managers Chas. E. Blain and son of the American National have for years tried to get the railroads in the western district to list public stockyards in their tariffs as required by law so that loading and unloading livestock would thus come under the legal requirement that this service be performed free of charge to the shipper. Chas. B. Bowling, chief of the freight rate service branch of USDA has also been active in pressing for such action and has intervened in a complaint of the Bozeman Livestock Auction Co. against railroads. It is expected the railroads will accordingly amend their tariffs.

## PLAQUE TO GO UP

The job of assembling and checking names of all donors to the American National's Building fund is about to start, so that the wall plaque honoring them can be readied for permanent placement within the new headquarters.

Have you decided to get your name on the plaque? If so, this is the time to send in that check. All contributions should be sent in this month.



Nebraska cattlemen will get their beef message across to millions when "The Beef State" starts issuing 1956 auto license plates. L. to r., Robert Howard, secretary of the Nebraska Stock Growers Association; Chester Paxton, Thedford cattleman, and Bern R. Coulter, state association president, who were prominent in promoting the idea, here proudly display the results of victory.

## NEW YORK JOINS

The New York Beef Cattlemen's Association this week became the 24th state cattle group to affiliate with the American National Cattlemen's Association.

Announcement of the affiliation came in a joint statement by Jay Taylor, president of the American National, and C. H. Bantham, Cooperstown, president of the five-year-old New York group which carries on a proud tradition of an important cattle industry in the Empire State dating back many generations before the industry gained prominence in the West and South.

Mr. Taylor, pointing out that New York ranks 39th in beef cattle numbers this year, emphasized that beef production in such a multi-crop area had received renewed impetus from the state's cattlemen's association. New York beef cow numbers jumped from 7,000 in 1940 to 31,000 earlier this year.

Bantham is the third president of the association. He is manager of Iroquois Farm which runs an excellent herd of commercial Angus. His immediate predecessor is Clinton Maldoon of Clayton. Mr. Maldoon's operation includes several hundred Herefords on an island in the Saint Lawrence River.

First president of the association, serving three years, was Ralph Poole, close friend of the late Dan Casement of Sedan, Kan. Poole is currently feeding several loads of steers near Geneva.

Other leaders in the association, many of whom are known to American National members as breeders, feeders and commercial operators, include E. P. Forrestel, Medina; E. D. Mulligan, Avon; Harold Smith, North Rose; Ray Watson, Clyde; David Beresford, Delanson; Charles Welch, Orchard Park; Sam Morrison, Millbrook.

Myron Fuerst, Pine Plains; Carl Frink, Lafargeville; F. L. Casterline, Belmont; Earl Angell, Durhamville; Leroy Bannister, Ithaca; Harold Brown, Brant Lake; Robert Dennis, Jasper; David Nesbitt, Albion; Howard Potter, Shortsville; Robert Watson, Clyde, and Charles Weston.

Joseph Downey of Pine Plains is vice-president, and M. D. Lacey, Ithaca, is secretary-treasurer.

Among the activities of the 350 current members of the association are an annual conference, summer field day, series of educational meetings on marketing, and a monthly newsletter, particularly on market news. Most members are in the central, western and southern counties of the state, with a concentration of purebred and top commercial herds in the lower Hudson Valley.

The association has also been active in beef promotion.

Mr. Taylor also declared that many New Yorkers have been individual members of the American National for many years.

AMERICAN CATTLE PRODUCER

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# BEEF COUNCIL CREATED



Temporary officers of the National Beef Council, formed in Denver in late April, are, l. to r., (front row) Edwin Karlen, head of the South Dakota Beef Council, Columbia, S. D., first vice-president; American National President Jay Taylor, president; C. T. "Tad" Sanders, secretary of the Montana Beef Council, secretary. In the back row: John M. Marble, Deeth, Nev.; director-at-large, O. C. Swackhamer, of the Corn Belt Livestock Feeders Association, Tarkio, Mo.; Lars Prestrud of the Colorado Cattlemen's Association, Denver, and Carl L. Garrison of the California Beef Industry Council, San Francisco, vice president; and Lyle Liggett, director of information of the American National, temporary manager.

The nation's beef cattle producers in Denver on April 26 formally established a National Beef Council which will offer additional research and promotion for beef products.

More than 80 representatives of state and regional groups of range cattlemen and feedlot operators at a special meeting pledged support of the council which was called for in a resolution adopted in January by the American National.

The council will be a federation of state beef promotion groups, major livestock and farm organizations and other units of the beef industry. Its sole purpose, as outlined in a constitution okayed by the conferees, is to help increase the sale and consumption of beef through research, education, pro-

motion and merchandising assistance. The council will coordinate the activities of the many state and national groups helping to move history's largest beef supply and will assist in formation of other state beef councils. It will augment, not supplant, promotion work of existing agencies.

Initial finances for the non-profit council will come from the promotion groups, with plans under consideration to secure the long-range financial support of all beef producers. Among the first duties of a temporary slate of officers is to establish an office, probably in Chicago, and to employ a permanent manager.

The meeting followed several conferences among producer and feeder groups and representatives of beef

processing, marketing and retailing segments. The entire "beef team" has pledged full cooperation to the council.

Elected temporary president was Jay Taylor, president of the American National. Among other officers who will serve until the first annual meeting of the council in several months were Edwin Karlen, Columbia, S. D., first vice-president, and C. T. "Tad" Sanders, Billings, Mont., secretary. Mr. Karlen is head of the South Dakota Beef Council and Mr. Sanders is secretary of the Montana Beef Council.

Seven vice-presidents, representing districts of the nation, were named on the temporary slate. They are Carl L. Garrison, San Francisco, Calif., representing the California Beef Industry Council; Lars Prestrud, Denver, Colorado Cattlemen's Association; Leo J. Welder, Victoria, Texas, Texas Beef Council.

O. C. Swackhamer, Tarkio, Mo., Corn Belt Livestock Feeders Association; Mark Knoop, Troy, Ohio, Ohio Cattle Feeders Association; Donald Bartlett, Como, Miss., Mississippi Cattlemen's Association, and Harold M. Stanley, Skaneateles, N. Y., a board member of the American Dairy Association.

Temporary directors-at-large are John M. Marble, Deeth, Nev.; Paul Swaffar, Kansas City, Mo., American Hereford Association; R. J. Riddell, Peoria, Ill., National Live Stock Exchange; Carl A. Neumann, Chicago, National Live Stock and Meat Board, and Frank Richards, Chicago, American Aberdeen-Angus Breeders Association.

Lyle Liggett, Denver, director of information for the American National, will serve as temporary manager.

Mr. Taylor said the formation of the National Beef Council represented "another effort by cattlemen to solve their own problems while helping the nation enjoy the abundance of beef." He emphasized that the council will concentrate on helping homemakers get the most value and benefit from all of the more than 50 beef cuts available to them.

## COW BELLES SEE BEEF AS FATHER'S DAY DISH

THERE will be few fathers in these United States who do not enjoy beef on Father's Day, June 19, if the activities of thousands of CowBelles are an indication.

The "Beef for Father's Day" program has flared into action around the nation as group after group of CowBelles pounce on the idea as yet another way to sell more beef.

Conceived and publicized only scant months ago by the Western Colorado Cowbelle Council, the campaign was adopted as a major project of the American National CowBelles during

the Reno convention. Mrs. Leavitt Booth of Arvada, Colo., was asked to head up the National committee to coordinate state and local activities and to seek out ideas and material to be used by various groups and individuals.

From a small mailing list of only a handful of early enthusiasts, Mrs. Booth was soon typing addresses on nearly 200 envelopes—while toddler-daughter Clara helped lick stamps. Mrs. Booth's initial list of "suggestions" for projects, publicity and special events struck a responsive chord with CowBelles—and other ranch wives—all over the nation.

The ideas multiplied and the program expanded to everything from gubernatorial proclamations declaring beef the traditional Father's Day dish to cooking contests between city and ranch wives in store windows on



Mrs. Leavitt Booth, Arvada, Colo., made a ready transition from ranch to office as she puts in some hard licks to bring "Beef for Father's Day" into the national limelight.

**Main Street the week before the big day.**

Several groups are making plans to greet the father of the first baby born on June 19 with a list of prizes — beef and leather, naturally — which would put the traditional "New Year's Baby" gift-bonanzas to shame. Their reasons: Who is more neglected than a new dad on Father's Day? Their results: tremendous publicity.

Even President Eisenhower—a beef fancier from 'way back—will have a beef feast as the nation's No. One father. A CowBelle group has already made arrangements to send a generous supply of steaks to the White House. The president, Agriculture Secretary Benson and many of the nation's leaders are also being polled to determine their favorite special-day meals. The survey is expected to confirm results from previous, similar queries which established beef steaks and roasts as the top two on the male culinary hit parade.

State and local versions of the survey are under way, with big plans being made to secure special recipes, pictures of mayors and governors picking out Father's Day steaks and roasts in advance, and newspaper, radio and television features on "what to please Dad with" in the beef line.

Many CowBelles are reminding city friends of why dad should have beef on June 10 with mass mailings of such jingles as:

**If you wish to know the secret  
Of how to please a man,  
Serve him BEEF FOR FATHER'S DAY,  
A simple but tasty plan.**

On envelopes will be special stickers, of which several hundred thousand have already been distributed. Automobiles will remind of the event with special window stickers. Posters, table tents, menu clip-ons and other merchandising aides are being provided by

CowBelles in cooperation with local retail food stores and restaurants.

National promotion organizations such as the National Live Stock and Meat Board and the American Meat Institute are featuring Father's Day beef dishes in their publicity releases to newspapers, radio and television.

As Mrs. Booth, who is also the very active president of the Colorado CowBelles, commented: "This program has caught on so well, I'm beginning to doubt if I'll have time to cook Clara's daddy anything but beans on June 19."

## ASSN. NOTES

Recent Washington local association meetings included the Whatcom County meeting in Linden (officers are Kenneth Abbott, president; John Eckert, vice-president; John Westgreen, secretary, and George Schoessler, treasurer); the Skagit County meeting, where Walt Deierlein, president; Fred Butler, vice-president, and George Peth (past president), secretary-treasurer, were elected; the King County meeting at which the following new officers were elected: Bud Abbot, president; Jim Nelson, vice-president; Ed McMinn, secretary, and Earle Judd, treasurer.

In Virginia, the Beef Cattle Improvement Association now has a board of directors and is ready to go ahead with the state's beef cattle "record of performance" program. Dr. T. J. Marlow, the board's executive secretary, believes this is the first such organization in the United States; the record of performance program has existed on a limited scale in Virginia for about two years.

A beef feeders association is being planned in Branch County, Michigan, where a three-man committee has been

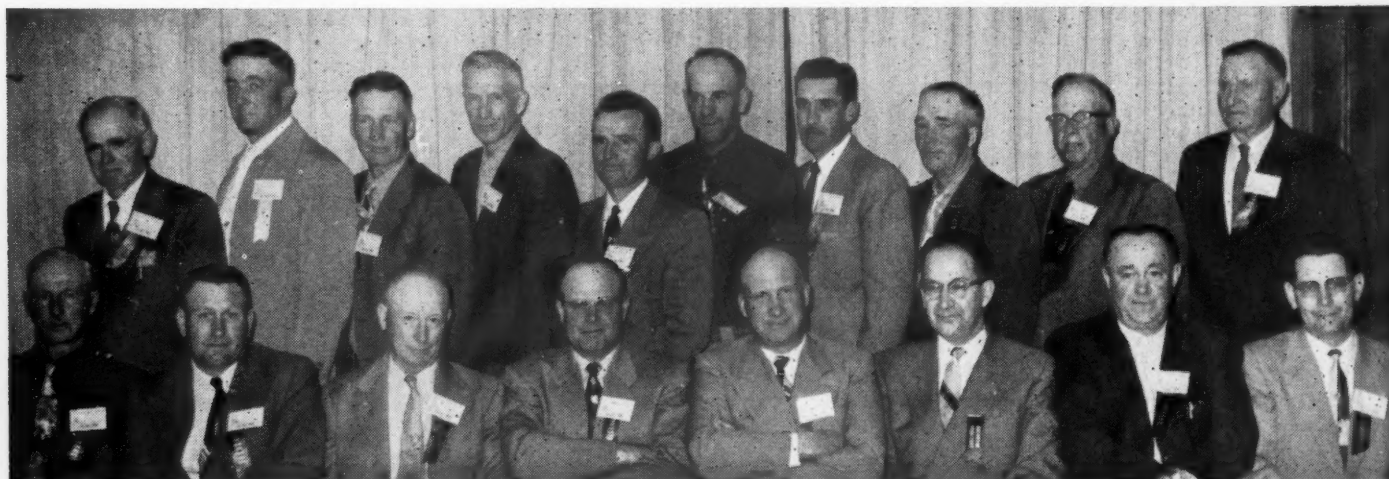
named to form the core of the organization and work out a permanent county-wide setup. These are Blaque Knirk of Quincy, former head of the Michigan Beef and Cattle Feeders Association; Guy Bailey of Batavia Township, and W. G. Garvin of Union City.

The Louisiana Cattlemen's Association has drafted a request calling for the last three Charollaise cattle illegally in this country to be returned to Mexico. The three were separated from a smuggled herd that was returned to Mexico in February. Customs authorities ordered the remaining three animals deported some time ago, but the deadline for the deportation has been extended several times.

The quarterly meeting of the Larimer County Stockgrowers Association some weeks ago brought about 75 persons to Livermore, Colo., where the Larimer County CowBelles were also meeting. A featured speaker was State Agriculture Commissioner Paul Swisher, on the subject of the state's scabies outbreak and combative measures used against it.

In a meeting at Quincy, Fla., Dave Greenwald has been elected president of the West Florida Livestock Association; he succeeds Forrest Davis. Also elected were Cortell Edwards, vice-president; F. Sloan Baker, treasurer; A. O. Driggers, secretary. It was disclosed that this year's fat cattle show and sale sponsored by the group at Quincy was the best in its 11-year history, with 240 animals bringing \$60,868 for an average price of \$253—a 27.36-cent per pound increase over last year.

Seventy-five brand inspectors employed by the South Dakota Stock Growers Association held their first annual convention at Philip on May 7.



Pictured are the directors and officers of the Idaho Cattlemen's Association, at the 41st annual convention of the organization in Boise, Mar. 25. (L. to r.) standing: W. W. White, Boise; Clifford Barker, Payette; Dennie Donahue, Mackay; R. H. Hauger, Fenn; Tom J. Davis, Cascade; Wayne Clark, Gannett; Richard Gabica, Nampa; Roy Mink, Gooding; Lyman J. Ipsen, Malad; Grover C. Hogan, Grace.

(L. to r.) seated: John W. Snook, Salmon; Edward Doschades, Dubois; Vice-President Milford J. Vaught, Bruneau; President Van Ness Wallentine, Paris; Vice-President Walter Schodde, Burley; Secretary Leon Weeks, Boise; G. B. Wilson, Culesac; Harold Snow, Moscow. Not present were Directors A. V. Crystal, Rigby; J. Vard Chatburn, Albion.

Idaho Association Photo

AMERICAN CATTLE PRODUCER

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This was the first time in the 64-year history of the association that all brand inspectors from the central markets and sale rings, and local inspectors have been called together for one general meeting, says President Harry Blair of Sturgis, for a combined program of instruction, schooling and some entertainment.

**The Northern New Mexico Cattle-men's Association, meeting in Roy, opposed an army department plan to conduct maneuvers in seven north-eastern counties of New Mexico. The cattlemen said it would cause serious erosion on the drouth stricken area and destroy valuable ranch improvements.**

New officers of the **Mohave Livestock Association** include Peter Bartmus, Jr., president; Ed Brackney, vice-president and Sophie Wilson, secretary-treasurer, all of Kingman, Ariz.

Members of the **Fremont County** cattlemen's Association meeting at Dubois, Wyo., voted a \$100 reward for information leading to the arrest and conviction of anyone caught stealing cattle from members. The officers re-elected were Sandford Mills, Lander, president; Ab Cross, Dubois, vice-presi-

dent, and Frank Hornecker, Lander, secretary-treasurer.

The **Oregon Cattlemen's Association** meeting May 8-11 in Corvallis will include a panel to discuss the pros and cons of a beef commission for Oregon. Among speakers will be Radford Hall, assistant executive secretary of the American National; George Tucker, secretary of the California Cattle Feeder's Association, and Alan Rogers, Elensburg, Wash., past president of the Washington Cattlemen's Association and chairman of the research committee of the American National.

**Features of the annual meeting of the Sandhills Cattle Association at Alliance, Nebr., May 19-20 include a panel discussion on prospects of the cattle market. Public relations and tax tips for cattlemen are the subjects of two addresses.**

More than 300 ranchers participated last month in a cattleman's ranch school at the University of Arizona, Tucson. Offered in the two-day sessions was late information on research into range management and cattle breeding. The event was sponsored by the **Arizona Cattle Growers Association** and the college of agriculture.

**Colorado's Routt County Stock Growers Association** held its annual meeting at Steamboat Springs some weeks ago, re-electing Don Lufkin of Steamboat to the presidency and Howard Elliott as secretary-treasurer; they also named Ivan Anderson vice-president. Speakers included Francis Murphy of Coal-mont, president of the Colorado Cattlemen's Association, and Farrington R. Carpenter of Hayden.

Lack of rain and cold (but a nice rain fell at month's end) was the biggest problem California local groups had as they met in mid-April to hear talks by **California Cattlemen's Association** President Harvey McDougal and Secretary J. Edgar Dick. Guest speakers also included David O. Appleton, Producer editor, on the 11-meeting tour.

County associations holding meetings were the Santa Clara, Monterey, San Luis Obispo, Santa Barbara, Ventura, Tulare, Fresno, Madera, Merced-Mari-posa, Stanislaus-San Joaquin and Calaveras-Tuolumne.

Top picture shows J. H. Russell, Jr., past president of the San Luis Obispo group, and Robert McNeil, secretary. New president is Dan Phelan, not shown.

Monterey County officers are shown in the center shot. L. to r.: James Pettit, secretary, and Roy Bray, past president. John Marble, chairman of the marketing committee of the American National, was elected new president.

About 200 cattlemen and their wives attended the meeting of the Santa Barbara County association at Los Alamos, Calif. Secretary is A. C. Pedotti at left, with president Frank Giorgi. Newly elected president is Gerald Donati.

## FEEDER COMMITTEE MEETS

At Denver, on Mar. 31, members of the feeder committee established in January at the American National Cattlemen's convention met under the chairmanship of W. D. Farr of Greeley, Colo., to discuss beef grades, grading standards and the administration of the beef grading service. Twenty-five members were present from 15 states.

The group set up a subcommittee to study the establishment of a new beef grade between choice and prime to take up the wide spread between the top qualities of the two grades. The USDA was called upon to furnish a more uniform administration of grade standards, and in another action the group opposed HR 4269, now before Congress, under which burden of brand inspection cost would be on the purchaser.

In addressing the meeting, American National President Jay Taylor stressed the need for complete understanding between the feeder and producer elements of the industry. Other speakers: Harvey Dahl of USDA, speaking of drouth relief actions; Dr. F. X. Gassner of Colorado A&M College experiment station in a discussion of Stilbestrol, and Dr. James L. Palotey of Greeley, who talked of research sponsored by the Colorado Cattle Feeders Association into the respiratory disease, rhinitis.

## WANT BETTER GRADING

The USDA Grading Service came under fire at the second annual meeting of the California Cattle Feeders' Association in San Francisco in early April. The group will continue to seek changes in grading practices. The group will also attempt to get a westbound reduction in freight rates on live cattle to match reduced rates on westbound packinghouse products.

## STATE SECRETARIES MEET

A new kind of meeting was held in Denver in late April, when secretaries from affiliated state associations got together to talk over their problems of representing their respective associa-



Discussing beef promotion at the recent Chicago meeting of the National Beef Council were Mark Knoop of Troy, O., president of the Ohio Cattle Feeders Association, left, and Edwin Karlen, Columbia, S. D., beef promotion chairman for the South Dakota Stock Growers Association.



May, 1955

tion members. Much of the informal discussion was between secretary and secretary; the informal speaking program included remarks by American National Executive Secretary F. E. Mollin, on association problems generally; Assistant Executive Secretary Rad Hall, who stressed some points to watch in legislative activity; Lyle Liggett, director of information, and David O. Appleton, Producer editor, who highlighted press relations pointers; Colbert Cushing, assistant secretary of the Colorado Educational Association, spoke of membership matters, and David Rice, Colorado Cattlemen's Association secretary, discussed legislative work.

## N. M. Group Asks Rainmaking Study

**T**HE IMPORTANCE OF THE cattle business to the state, and the changes developing within the business, provided a major talk topic for members of the New Mexico Cattle Growers Association at their 41st convention in Albuquerque last month.

The cattlemen re-elected their president, Sherwood Culberson of Lordsburg, and Vice-Presidents Carl Johnson, Jr., Lovington; Noel Rankin, Cliff; Dick Snyder, Clayton; Sam D. Steele, Ft. Sumner. Also remaining in office were Horace H. Hening of Albuquerque, executive secretary, and Secretary-Treasurer E. O. Moore, Jr.

Speakers included President Jay Taylor of the American National who told the convention of the need for educational promotion to make the homemaker aware of the benefits of proper diet. . . . R. L. Blackwell of New Mexico A&M College, reporting that large cows gave a better calf crop. . . . P. O. Wilson, manager of the National Live Stock Producers Association. . . . R. C. Pollock, advisor to the National Live Stock and Meat Board. . . . Rilea W. Doe, vice-president of Safeway Stores, Inc., Oakland, Calif.

In resolutions, the New Mexico stockmen urged that self-employed ranchers and farmers be permitted to make federal social security payments on a voluntary basis; called for federal study of all cloud seeding operations with thought of possible future regulation; asked for extension of drouth emergency loans and feed programs, for better use of grazing lands and streamlining of land bank loans; opposed any further cut in tariffs.

## OKLAHOMA CITY GETS NOD

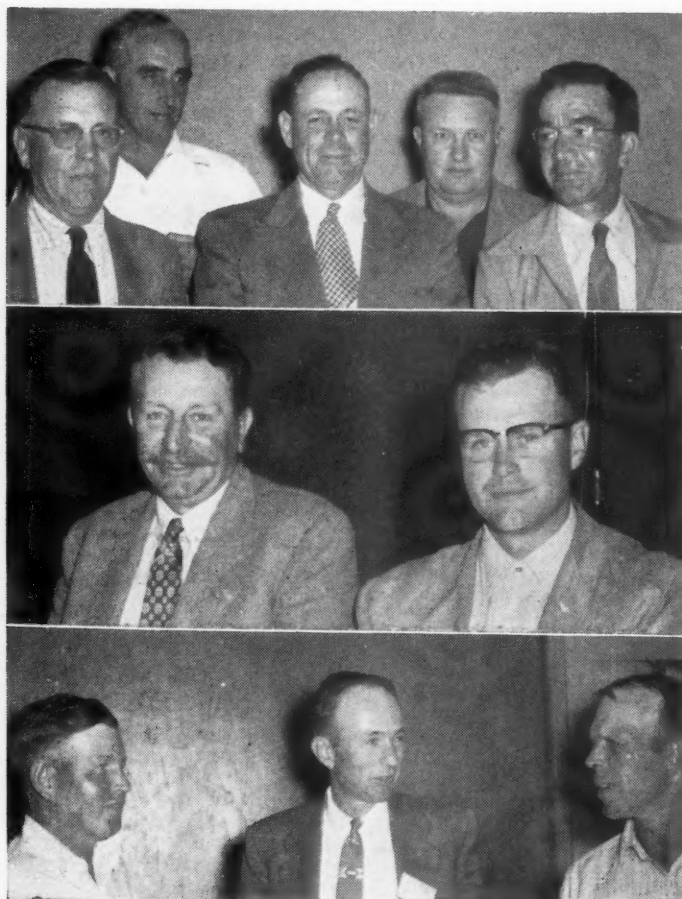
Oklahoma City has been chosen for location of a Cowboy Hall of Fame. In the final voting, during a meeting last month, Oklahoma City won out over Dodge City, Kan., and Colorado Springs, Colo. Oklahomans have promised to provide the site and money to build the museum, which will be a permanent institution for preserving cowboy lore and memorabilia of the West's cattle business.

## CALIFORNIA GROUPS GATHER

Tulare County (California) cattlemen at a meeting in Porterville (l. to r.): Freeland Farnsworth; Oscar Klein, president; A. H. Hinkel; Ralph Mehrten, vice-president, and Tom Martinez, past president.

The second picture was taken at Angels Camp, site of the frog jumping jubilee made famous by Mark Twain. Here at the Calaveras-Tuolumne meeting are shown President Wm. Offenheim and Secretary John Snyder.

The Fresno County group met at Clovis, Calif. L. to r. in the lower picture: Hugh Napier, secretary; Tom Craven, president, and Woody Van Vleet, vice-president.



## Honor Roll Grows

The Denver office has had some inquiries about printing in the Producer names of American National building fund contributors. Every effort is being made to include everyone who has donated in any amount; even greater care will be taken to see that there are no omissions or errors on the permanent wall plaque, initial work on which is to be started May 1.

It is necessary to space out these listings over the months in the magazine, however. So . . . if your name has not yet appeared, rest assured it is not being overlooked—and of course you are welcome to make inquiry if you want to double check on the receipt of your donation.

Herewith, another installment of names, with a reminder that we are drawing close to the deadline for getting checks in to help pay for the new office headquarters (and the satisfaction of knowing that your money has given you a share in the ownership of it.)

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Levi Grantham

Sterling Hebbard  
John M. Keith  
Glen Perry  
Frank Shields  
Jesse Williams  
Arthur Lee Wright

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Blue Mountain Hereford Ranch  
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Cuneo Brothers (Steve Cuneo)  
Dennis Cattle Ranch (Wilbur O. Dennis)  
M. O. Diffin  
Lee H. Fogle (In memory of father, Evan Fogle)  
J. D. Granlees  
Hawkins Cattle Co. (In memory of C. N. Hawkins)  
Mrs. Suzanne Hawkins  
W. W. Hunter  
The Irvine Co.  
J. E. Izer  
Mrs. Sarah Arnold Kirkpatrick  
L. G. Klotz & Son  
Llano Seco Rancho

J. P. McClelland (In memory of father, James H. McClelland)  
Wm. C. & F. M. McCulloch  
H. Brunson McKeen (In memory of mother, Mrs. Hugh McKeen)  
Paicines Ranch (Robert B. Law)  
John T. Pool, Jr.  
B. F. Porter Estate  
Harvey A. Russell  
Archie Shaw  
Silicz Bros. (John & Chas.)  
Clarence R. Van Dyke (In memory of Adolph Kreyenhagen)  
Orin W. Van Vleck  
Glenn G. Ward

### COLORADO

Arch Aldred  
Arthur E. Amick  
Baca Hereford Ranch (In memory of Alfred M. Collins)  
Walter Carlson  
Mrs. Matt Castro (In memory of Matt Castro)  
Harry L. Durham  
Geo. S. Green & Son  
Harvey E. Hefley  
Leonard Horn (In memory of Arthur L. Horn and

George W. Watson)  
Rood Menter (In memory of C. F. Parker)  
Mrs. Chas. P. Murphy (In memory of Charles P. Murphy)  
Don Nesbitt  
Simon Off  
J. V. Paige  
O. C. Pickering  
W. H. Sniff  
William S. Townsell (In memory of Grace Peterson)

### FLORIDA

C. H. Beville  
Ben Hill Griffin, Sr.  
Joe A. Hilliard

E. B. Larkin  
L. Maxcy  
H. E. Schnell

### GEORGIA

Cotton Mather

Eugene Mather

### IDAHO

D. P. Jones

Paul W. Miller

### IOWA

Melvin Jensen

### KANSAS

Chester W. Friend  
H. G. Hille  
J. C. Lemon  
Mr. & Mrs. C. R. Nuttle  
H. P. Parkin  
Jay B. Pounds

E. B. Shawver  
Gladys Teter Spencer (In memory of James Ladd Teter)  
Edd L. Sterling  
William J. Sterling  
Robert E. Sterling

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## LOUISIANA

Noah Ward James H. Adger

## MINNESOTA

Bernhard Slimmer

## MISSISSIPPI

M. P. Moore

## MISSOURI

Huling Ussery, Spring Hollow Ranch

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Victor H. Anderson Jay H. Robinson  
W. B. Bales Henry J. Sawtell  
Helen J. Brown (in Mr. & Mrs. Stanley  
memory of father, Sloan  
Walter Brown) Albert L. Thomas  
Frank Castleberry & Son  
George Glennie & Walter J. Taylor  
Son Harry W. Townley  
Lester Jens (In memory of Bill  
Louis Kountz Pressler)  
John LaBree Art H. Watson  
Mrs. Carl C. Meine

## NEBRASKA

Bern R. Coulter Stanley Rothleutner  
George W. Marshall Joseph W. Sandford  
Jack Parsons Milan Sharp  
Ambler Rothwell (in A. C. Smith  
memory of father, Wm. Rothwell)

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Inc. A. Brennen)  
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Clarence Glaser Pasquale Bros.  
Norman Glaser W. D. Phipps  
Jeff Hunt William Rahas  
Barrett P. Lauder Smiley Bros.  
Frank Winchell

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Fred Bentz, Jr. McMullen Cattle Co.  
E. V. Cain O. E. Malmstrom (in  
Wayne Cowden memory of C. H.  
Jack Dean Ross)  
Dick Gilliland C. C. Martin  
Rebecca King Hall H. L. Parks  
(In memory of Dr. Dan Trigg (TD  
Ben Hall) Ranch)  
S. P. Johnson, Jr. Joe Kaime

## NORTH DAKOTA

Coal Harbor Stock Willard Schnell  
Farm (Dave M. Wachter's Ranch  
Robinson, G. Clark Fred & Josephine  
Robinson, (in mem- Wojahn (in mem-  
ory of father, Geo. ory of Joseph C.  
M. Robinson) Meyer)  
George Fenton A. F. Wosepka  
Carl Kuehl

## OKLAHOMA

Harold E. Boxley

## OREGON

Bowerman & Rath- Robert J. Gill  
bun Andrew Greeley  
Henry E. Brown Clifford Gulseth  
Mrs. Lanta M. Burn- Harvey Ranch  
side (in memory of R. R. Robinson  
husband, Oscar Thomas G. Skinner  
Burnside) John Solomon  
Dave J. Campbell Geo. E. Webb  
Sam Coon Wendt Bros.  
W. C. Dalton Co. E. R. Wright  
John Dracatos

## SOUTH DAKOTA

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Alfred J. Burke S. S. Roberts Con-  
John L. Chapman struction Company  
Arthur L. Dinehart A. C. Smith  
Darrell Jennings Vroman Bros.

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A. B. Cox memory of W.  
Fred M. Finch "Bill" O'Brien)  
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## UTAH

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Henry Crosley Robert E. Watt

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Frank Grumbach A. C. Lehman  
Harder Ranches Leon F. Lehman,  
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In memory of J. W. Tatton  
father, Jacob Fred Wittig  
Harder)

## WYOMING

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George R. Emigh Pass Creek Ranch  
(correction) Phelps Ranch Co.  
Clinton S. Ferris Floyd C. Reno (in  
Ida M. Graham & memory of father,  
Son B. J. Reno)  
Ed. W. Johnson Clarence Tarbet  
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\*In 2-year studies, 600 weaner calves—all of which appeared healthy—were tested under ranch conditions. Animals treated with Phenothiazine, under the two-way program, produced better gains than control group . . . on 75% as much supplement.

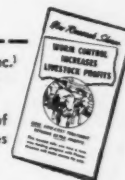


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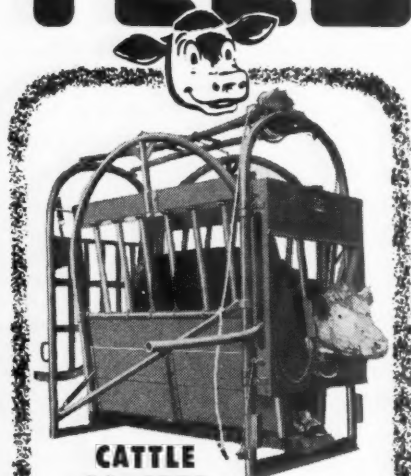
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| <input type="checkbox"/> Cattle Squeeze | <input type="checkbox"/> Horn Weights             |
| <input type="checkbox"/> Cattle Stock   | <input type="checkbox"/> Gate Hardware            |
| <input type="checkbox"/> Calf Chute     | <input type="checkbox"/> Branding Irons & Heaters |

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# The Market Picture

**L**ATE APRIL FOUND PRACTICALLY all classes of livestock in a disappointing position price-wise. Fat cattle prices slipped to the point that average selling was no better than a year ago, and in some cases under last year. Hogs dropped back close to the mid-winter low point which was only slightly above 1946 price levels at some markets. Fat lambs also skidded sharply, ironically at a time when the new spring lamb crop from the Far West was hitting peak movement. The only class of cattle in a strong position was lightweight yearlings suitable for grass and stock calves.

While all these setbacks were taking place in the livestock industry, construction and household appliances continued to move ahead, along with the automobile industry. Someone has suggested that perhaps selling beef on the installment plan, in competition with the car market, might be worth considering.

The latest report of cattle numbers on feed also had a bearish effect upon the fat cattle trade, since numbers were up some 12 per cent above a year ago. As was the case early in the year, the sharp increase in numbers centered in western areas, since the Corn Belt area was reported at only 8 per cent larger. Idaho and Colorado were reported to have 20 per cent more cattle on feed, while California again set the pace with a reported 54 per cent increase.

Although federally inspected cattle slaughter showed a very small reduction during the first two months of 1955, March cattle kill caught up with a year ago and April slaughter may likely exceed that of a year ago. The 12 per cent increase of numbers on feed further indicates that the months ahead will no doubt exceed last year's slaughter.

The one encouraging factor shown in the cattle feeding survey was that cattle on feed over six months was down sharply, indicating the tendency to market shorter fed cattle. The same trend is indicated in statistical reports recently at river markets, where choice steers marketed have been running up to 15 per cent below a year ago, while the volume of good grades has correspondingly increased.

Despite the fact that West Coast numbers of cattle on feed continue high, recent developments in the west reflected more optimism to fat cattle prices than in the eastern section of the country. After dragging along at a relatively low level, dressed beef prices on steers at West Coast points recently picked up \$1 to \$2 per cwt., while, at the same time, eastern con-

suming centers took about that much off the dressed market.

Another indication of strength returning to West Coast points was the shift in movement of Idaho and Utah feedlot cattle. Up until recent weeks, a sizeable volume of such cattle was moving eastward either to Denver or further points, while the supply of such cattle has again begun to move toward West Coast points and only an occasional load reaching Denver.

While a few loads of high choice longfed weighty steers on the West Coast, scaling up to 1,300 pounds or better, had to move into mid-western markets for a satisfactory price, there was no tendency to move any steers to the east scaling 1,150 pounds down. It was interesting to note that quite a volume of these heavier steers did move from West Coast points to such terminal markets as Kansas City and Chicago. It was further quite an accomplishment for some of these steers, having been finished adjacent to the Pacific Ocean, not only to travel to Chicago to find a buyer but in some cases East Coast order buyers bought such cattle, taking them on to East Coast slaughter plants. Thus, they completed the long trek from one seacoast to the other.

While much of the Great Plains area suffered damage from high winds up to 75 miles per hour pushing dust clouds as high as 19,000 feet, varying amounts of moisture came along with the winds to bring aid to badly parched ranges. Even the vicious blizzard conditions that prevailed in Wyoming during April and caused heavy livestock losses were not unwelcome since it was felt that the liberal snowfall accompanying the storm was valuable enough to offset considerable damage. Such drouth-stricken areas as southeastern Colorado and southwestern Kansas received rainfall of one to three inches and some of the driest counties, such as Baca in Colorado, had more than three inches and Stanton County, Kansas, measured nearly six inches of rain.

The continued selling down of numbers of stock cattle in the Southwest brought about a condition where growers with any moisture at all were ready to buy back lightweight stock cattle. Thus, demand continues strong for such light cattle, despite the break in fat cattle prices.

Good and choice light stock steers have been moving readily at \$20 to \$23, with short yearlings of good quality but in thin flesh condition reaching \$24 to \$25 in a few cases. Similar grade heifers brought \$17 to \$20. Fleishy feeder steers scaling from 700 to 900 pounds have slipped back considerably price-wise in sympathy with breaking fat cattle prices, quite a number selling at \$19 to \$21, not many above \$20.50.

However, at terminal markets steers of good and choice quality and already showing the effects of considerable grain feeding still are bringing \$21 to

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\$23 for short term feeding operations. Stock cows in limited volume have sold from \$100 to \$150 per head, some with calves at side above this.

At the same time the bulk of good and choice fed steers throughout the country was bringing \$20 to \$24.50, only steers grading well up in choice able to get above \$26. Choice to prime steers in Chicago did make \$27 to \$29 in a limited way, with the extreme top hovering around \$31 to \$32 for an occasional load. Good and choice heifers ranged from \$18 to \$23, with choice to prime occasionally to \$24 or better at Chicago.—C.W.

## STATE LAW NOTES

Courtney C. Davis, Horse Creek, Wyo., rancher, has requested the Wyoming Game and Fish Commission to seek the state attorney general's opinion as to whether the state has "the unlimited right to graze and manage herds of antelope and deer on privately-owned land." He also sought an opinion on who is liable for injuries to hunters when they are hunting on such privately owned land.

\* \* \*

A bill to regulate the advertising of meat was favorably reported to the California senate by its public health committee. Among other things, the bill would prohibit advertising meat as USDA Grade A or Grade AA—a holdover from the former Office of Price Stabilization meat regulation system.

\* \* \*

A bill to require packers to keep rather detailed records of animals slaughtered, name of seller or agent, truck license numbers and other records has been introduced in Texas' house of representatives. The records would have to be available within 24 hours from the time the animal was received. The bill is described in its text as "needed to help detect and prevent livestock thefts."

\* \* \*

Nebraska motor vehicle owners next year will sport a new slogan on their license plates. A recent law adds the words, "The Beef State," to license plates. The vote passing the bill was 31 to 7.

\* \* \*

A case to test the legality of the Bureau of Land Management's new formula for assessing fees for grazing on Taylor Act lands has been filed in Nevada. Cattlemen representing five grazing districts filed the suit.

\* \* \*

Nebraska recently rescinded all restrictions relative to cattle scab control on cattle entering Nebraska from Colorado. California also lifted the quarantine except for the state scab zone in southeastern Colorado.

May, 1955



## RE- SEARCH

### RESEARCH IN HANDLING

Research to develop better ways of handling meat, produce, groceries and frozen foods, in order to increase the efficiency of food marketing, was recommended by USDA's food distribution, research and marketing advisory committee. It recommended study of: improved handling of meat in warehouses and branch plants; improved wholesale and retail handling of frozen foods; efficiency in warehouse operation; price differentials at various stages, and the evaluation of retail package sizes from the standpoint of family needs.

### STILBESTROL TEST

Carcass quality, shipping shrink and dressing per cent of steers appear not to be affected by adding stilbestrol to the ration, Iowa State College has announced. In evaluating these factors in tests with control steers and cattle fed stilbestrol, observed differences were too small to be of practical significance.

### FINDING TRUE WORTH

Researchers in 38 states are trying to establish a younger age at which a potential sire can be recognized for his true worth. "It would be wonderful," these scientists say, "if a man could make the determination the day the calf is dropped. We aren't anywhere near that point, but we believe that if

we can push the date back any measurable distance cattlemen will benefit." The work is now in about the same stage as corn breeding was in the early twenties. There seems to be a good chance of comparable gains for livestock.—From *Agricultural Research*.

### ANAPLASMOSIS MEETING

Sentiment expressed at a meeting in Chicago in late February was that while there was need for a safe and effective vaccine against anaplasmosis, there is not too much hope for an early development of such product.

The advantages and disadvantages of "Anaplasma centrale" vaccine, used in South Africa, was discussed. In lieu of importing such vaccine, the suggestion was made that studies might be directed toward the development of a "Centrale" variant from domestic "marginale" strains.

Tom Arnold, representing the American National, assured the group that the organization would support any constructive effort to control and eradicate anaplasmosis.

### CATTLE AND ENVIRONMENT

The University of Texas Press, in association with the King Ranch of Texas, has announced publication of "Breeding Beef Cattle for Unfavorable Environments," a symposium presented at the King Ranch centennial conference, edited by Albert O. Rhoad. The book discusses the problems of environment and brings out the need for adapting cattle to environment rather than trying to maintain an artificial environment for animals not able to adjust profitably. The 280-page volume is illustrated. \$4.75 the price.

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## Research Committee Lists Projects

When this series of listings of research projects affecting the cattleman is finished, several hundred separate studies will be named. However, Henry T. McKnight, president of the Council for Agricultural and Chemurgic Research, quoted in a News Week article about today's research results, says industry's investment in research is five times that of agriculture. "It seems pretty shortsighted," he says, "when you consider that the \$15 million spent to develop hybrid corn now brings in more than \$1 billion a year."

Continuing the listing of beef cattle research projects at colleges and experiment stations, we are this month listing those on range and pasture. The listing has been supplied by the Research committee of the American National Cattlemen's Association.

The following projects are being conducted by colleges and experiment stations:

### RANGE

**COLORADO**—Work on ranges and pastures include revegetation of depleted ranges and abandoned farm land, irrigation practices and grasses to grow on such meadows, grazing systems for best production of cattle consistent with a good range, reseeding and sagebrush control.

**GEORGIA**—Growing beef cattle on cut-over land includes studies on high protein feeds as supplements, revegetation of ranges, use of summer legumes, using improved pastures to supplement the cut-over ranges.

**IDAHO**—Reseeding, control of undesirable plants and grazing practices of the range which will give the greatest carrying capacity consistent with encouraging the best vegetation on the range.

**KANSAS**—The effect of burning pastures on gains made by cattle the following summer. Under and overstocking and deferred grazing of pastures.

**MONTANA**—The value of native grasses and browse for beef cattle and how to make the greatest use of these naturally occurring plants.

**NEW MEXICO**—Range improvement by reseeding, mesquite control and proper grazing methods.

**OREGON**—Management and feeding practices for lowering costs of production in eastern Oregon (range area). Improving range and pastures by fertilizers, seeding to adopted varieties, control of undesirable plants, irrigation and proper grazing management.

**SOUTH DAKOTA**—Summer grazing of beef cows—effect of three rates of stocking on beef production and on range itself.

**TEXAS**—Grazing cattle, sheep and goats in combination and separately with various stocking rates to see the effect on desirable and undesirable plants.

**UTAH**—Range improvement by developing through breeding superior plants for the range, reseeding, proper grazing and control of grass removal in new seedings.

### PASTURE

**ALABAMA**—The feeding value of pasture grasses such as Bermuda, coastal Bermuda, fescue, Bahia and mixtures of these with white clover is determined. The effects of such factors as soil fertility, irrigation, and trampling on consumption and use of forage are studied.

**CALIFORNIA**—Beef gains made and yield per acre from alfalfa green chopped, strip grazed, rotation grazed and made into hay.

**COLORADO**—Work on ranges and pastures includes revegetation of depleted ranges and abandoned farm land, irrigation practices and grasses to grow on such meadows, grazing systems for best production of cattle consistent with a good range, reseeding and sagebrush control.

**FLORIDA**—Pasture studies include a comparison of different grasses and legumes for making rapid beef gains and how fertilizers may increase yields of beef per acre, and how to renovate old pastures.

**GEORGIA**—Pasture studies include lime

and nitrogen fertilizers as a use of various plants such as kudzu, Kentuncy 31, alta fescue and Bermuda for providing winter and summer grazing.

**IDAHO**—Effect of irrigation and kind of legume on carrying capacity, length of grazing season, total production, rate of gains of beef cattle.

**KANSAS**—Wintering heifers and steers on pasture with and without supplements compared with feedlot wintering on silage, protein and grain as a means of cutting costs. The best systems of wintering for fattening and for getting the most from summer grazing. Finishing cattle on pasture by self feeding grain. The value of protein supplement late in the summer grazing period.

The proper ratio of hay to grain for most rapid and economical gains of beef cattle.

**MONTANA**—Irrigated pastures for economical beef production.

**NEBRASKA**—Use of pastures in the production of fat cattle and how fertilizers, kind of pasture cultivation and management practices affect the most efficient pasture production as measured by beef production.

**OREGON**—Improving range and pastures by fertilizers, seeding to adopted varieties, control of undesirable plants, irrigation and proper grazing management.

**SOUTH DAKOTA**—Cattle production on irrigated pasture and beef yield per acre from such pastures.

Beef production on tame pastures with a comparison of brome, sweet clover, rye, alfalfa-brome. The object is to cheapen cost of gains.

**TEXAS**—Improving pasture by fertilizers, proper grazing and by reseeding.

**WASHINGTON**—Grass and grass-alfalfa pastures along with silage and grain for beef production. Beef production on irrigated pastures.

**WYOMING**—Range improvement by weed and sagebrush control, reseeding, use of improved grasses and legumes and proper grazing rates.

\* \* \*

The listing below refers to research studies supported in whole or in part by federal-grant funds:

### RANGE AND PASTURE

**ARIZONA**—Determination of causes of changes in desert grassland plant cover. Control of noxious shrubs on Southwestern ranges. Analysis of range resources of Arizona according to management practices and recommendations for improvement. Seed production of special forage grasses and legumes.

**ARKANSAS**—Pasture and roughage utilization by farm animals.

**COLORADO**—Improving sagebrush lands to obtain maximum livestock production. Improved range practices to increase cattle production. Forage production and species composition of sagebrush ranges as affected by climate, soil moisture and intensity of grazing. Control of weeds detrimental to livestock industry.

**IDAHO**—Studies of species of range grass-hoppers. Development of a fundamental vegetation—soils classification as basis for range improvement. Production and breeding of forage crops under irrigated and dry land conditions. Range reseeding studies. Control or eradication of weeds on pasture and range lands. Improvements of intermediate Wheatgrass by selection.

**LOUISIANA**—Pasture development and management for beef cattle.

**MISSISSIPPI**—Value of winter-grazing crops for finishing calves. Grass-legume combinations study. Establishment and maintenance of Dallgrass. Fertilization studies on pasture production. Evaluation of species in pasture and forage production. Forage crop diseases and their control. Control of pasture weeds and brush species. Insects affecting pasture and meadow crops.

**NEVADA**—Costs and returns of revegetation of big sagebrush rangeland. Possible conservation of range forage as based upon daily weight gains of cattle on summer range. Feeding value of meadow hay for wintering beef cattle as influenced by the variations in nutritive content when harvested at different stages of plant maturity. Chemical studies of Nevada range plants, forage crops and livestock water supplies.

**NORTH DAKOTA**—Growth habits and value of native legumes. Evaluation of forage crop species.

**OKLAHOMA**—Root and stubble food reserves in range grasses in relation to stage and season of growth and resistance to grazing.



John O'Neals, president, and Ken Wagon, secretary, of the Madera County (California) association get a laugh out of a side remark at their meeting at Ahwahnee. Close by the meeting place is a striking example of the reclamation value of brush burning which Mr. O'Neals and others in the county have been advocating and practicing for years.

## TRUCKS GO MODERN

Livestock moving to market by motor truck rides in style today compared with the rough and often hazardous trip it faced just a few years ago.

Modern livestock trucks and trailers protect the animals from the elements, from harm from the equipment and from themselves.

Improvements have resulted from efforts to protect valuable cargoes, to meet competition in the transportation field, to provide for more efficient operation, to comply with labor demands, to increase efficiency, to offset the economic effects of state regulations.

Several equipment manufacturers now have on the market livestock trucks, semi-trailer and full-trailer units that feature aluminum construction with insulated roofs and sidewalls.

While semi-trailers predominate in livestock hauling in the East, in the far West, where length and weight limits are greater, trucks and full trailers are used extensively.

Equipment manufacturers and operators of livestock motortrucks have given particular attention to protecting livestock from vehicle motion.

Air-conditioned comfort for animals on their way to slaughter might seem a bit incongruous, but it reduces shrinkage. There are trailer units available with ice bunkers up front and two large blowers.

Work is under way in the Transportation and Facilities Branch of the Agricultural Marketing Service to develop means of reducing death and injury losses by providing non-slip flooring for both railroad cars and motor trucks.

The trucking of livestock is no longer a one-man type of operation. Many firms operate or lease many units, in some cases as many as 100.—Excerpts from a story by Joseph F. Kirby in Marketing Activities, a USDA publication.

AMERICAN CATTLE PRODUCER



# Beef Cattle Possibilities In Puerto Rico

By Mont Sanderson

The economy of this island has in recent years been in a period of expansion of major proportions. It is estimated that 500 new industries were established there in 1953, and probably as many in 1954. Most of these have come through U. S. investment. Industrialists and manufacturers have found the people of the island, who have long been underemployed, to be very adept at learning factory production skills and techniques. For the first time in history, a considerable part of the employable people of some 2,000,000 population have the income to buy more and better food and clothing.

Another factor in the recent rise in the economy has been the steady growth of tourist traffic and of the consequent expansion of the winter resort hotel business. This has been such as to cause a substantial increase in the demand, there, for the better grades of meats and other foods.

As of now, most of the beef that comes to the markets of the island comes from the local sources. It is estimated that around 90 per cent of the beef consumed in Puerto Rico is produced there. Most of this comes from the dairy cattle and the work oxen sources, and is definitely low grade. The per capita consumption of beef for the island now runs at around 10 to 12 pounds. With the increased income of the people, they constitute a potential market for considerably more and better meat than the present market supplies. The beef consumption rate for Puerto Rico is now about one-sixth that of the United States.

Average beef cattle prices have in recent years run about 6 cents above those of the United States. However, this comparison of price averages, as an index, is rather misleading, because of the considerable difference in average grades of beef. That is to say, the actual price spread is considerably more than 6 cents.

At present there is practically no beef cattle industry on the island. A few rather small beef cattle operations have been established in recent years by local people. A beef cattle enterprise of some size that would specialize in quality beef production, and that would plan the marketing so as to get the advantage of the winter tourist demand for the better meats, could have a good demand for this business.

Besides the winter tourist demand for good beef in Puerto Rico, there is a growing local demand for more and better beef than has been available from the island sources. This is a potential demand that could be expanded rather rapidly, in all probabilities.

Due to the fact that the island has

for some years had a thriving dairy industry, the pasture and feed crops problems that would apply to beef cattle production have been pretty well solved. The tropical grasses known there as para grass and guinea grass will, in combination with the legume tropical kudzu, provide very productive pastures. In the northern, more humid parts of the island these pastures will produce year-around. On the southern parts of the island, which probably are better suited for beef cattle production, because of the lower humidity and because of the better agricultural soils, there is a winter dry season of two to four months. During that time it is desirable to supplement the pasture grazing with the locally produced feed crops and with a limited amount of some protein supplement.

The southern parts of the island have a moderate precipitation, and the soils are consequently less leached of their fertility than are those of the modern, more humid parts. Good pastures and feed crops can be produced in these southern areas without much in soil fertilization. Per-acre grazing capacities are high, except for the winter dry season. The winter feeding supplements for the dry months can be supplied with grass-legume pit-stored silage and with the grain kafirs and milo that can be produced. There are also available for purchase the feeds that come from the processings of the sugar, cotton and citrus industries of the island.

These same crop feeds would be available for the finishing of beef cattle to produce the better grades of beef. It seems probable that the markets now are potentially such as to make this profitable, as a part of a beef cattle production enterprise. The economics of this are of course as yet untested, but the probable success of such operations is indicated both by the potential markets and by the considerable present supply of feeds on the island that could be used for fattening cattle. These feeds are, principally, oil-mill by-products, rice-mill by-products, copra and corn. Such feeds are also available at reasonable cost through import from nearby Santo Domingo.

The lands that would be needed in the establishment of a sizeable beef cattle enterprise on the south part of the island are now available at reasonable cost. Such lands could be bought and might be leased under long-term lease. The rapid industrial development on the island in recent years has drawn many of the small-farm people off the land and into the cities and towns.

The problem of beef cattle breeds suitable for tropical and sub-tropical

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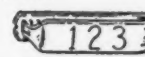
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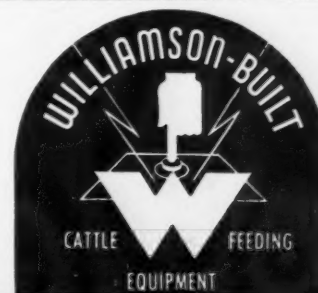
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climates now is pretty well solved through the development of the new crossbred breeds attained through the crossing of the Brahman and Zebu cattle with the European beef breeds. The resulting breeds, the Santa Gertrudis, the Beefmaster, the Brangus and the Charbray, have proven successful in warm and humid climates.

The sires for a beef cattle operation in Puerto Rico should be one of the above breeds, brought in from the southern

parts of the U. S. The foundation female stock should be brought together from the island sources. There now is on the island a considerable population of quasi-beef-type cattle from which the foundation breeding herd could be had. Such animals would have the necessary acclimatization and resistance to the local bovine sicknesses and parasites. The imported sires would soon upgrade such a foundation herd into a productive beef herd.

## WESTERN SNOW MELT LESS THAN AVERAGE

The annual spring snow melt forecast by the Soil Conservation Service, based on snow surveys in the high mountains of the West, shows that stream flow from this year's snow melt will be less than average in the major western river systems during the 1955 irrigation season. Normal runoff is expected in the extreme North and Northwest, however, with a gradual decline in water supply outlook toward the South.

Based on near-normal temperatures and precipitation from April to June, the water supplies in prospect, by states, are summarized as follows:

**ARIZONA**—Snow melt runoff may be least since 1904, possibly since records began. Carry-over in reservoirs of Salt River project adequate. San Carlos project has shortage stored water—13 per cent of 10-year average in storage. Lyman Reservoir on Little Colorado River stores only 7 per cent of capacity, little prospects of great improvement. Lake Mead stores less water now than any time since initial filling.

**CALIFORNIA**—1955 supply much below average. Critical conditions only in local areas where development of storage and groundwater basins behind growth. If near drought continues through another season, conditions would become acute. Water in snow pack 40 to 60 per cent of average in Cascade Mountains and Sierra Nevada. Snow-melt runoff, assuming normal precipitation April-June, expected less than since 1947. Kern River flow may be lowest since 1934. Major conservation reservoirs stored 44 per cent of total capacity Apr. 1—5.8 million acre feet less than year ago. Most decrease in Lake Mead. Storage in intrastate reservoirs 72 per cent of 10-year average, and heavy draft expected to deplete many reservoirs before irrigation ends. Levels in most major groundwater basins will be considerably lower at end of 1955 irrigation than in 1954.

**COLORADO**—Summer discharge of streams originating in mountains will be less under normal in 1955, but exceed 1954 except on Rio Grande. Supplies in 1954 were near record lows. With low carry-over in small irrigation reservoirs, statewide 1955 supply outlook not much better than year ago. Lack of stored water cancels expected increase in stream-flow. Users may be faced with reductions. Flow for North and South Platte and Arkan-

sas Rivers and tributaries 75 per cent normal April-September. Colorado River drainage forecasts 90 per cent normal on Upper Colorado, Yampa and White rivers; 65-70 on San Juan River and tributaries. Supply outlook fair to good and much better than year ago in west slope. Irrigation water in San Luis Valley along Rio Grande probably less than 1954—50 to 60 per cent normal. Snow melt run-off insufficient to meet all demands.

**IDAHO**—Water supply outlook for streams in northern Idaho near normal, poor in southern half except along main stem of Snake River. Increases in snow pack during March in north, little change in south where shortage most serious. Critical shortages developing in areas served by Big and Little Lost Rivers, Big and Little Wood River, Salmon Falls Creek and Owyhee River. Carry-over storage and snow pack very low. Boise and Payette Rivers have one of lightest snow packs, but reservoir storage will provide adequate water. Carry-over storage next fall not adequate for 1956.

**KANSAS**—With no water in John Martin and Great Plains reservoirs in eastern Colorado, irrigation water along Arkansas River in western Kansas will be much less than normal. Only heavy rainfall in Arkansas Valley can improve this. Storage in Cedar Bluff Reservoir on Kansas River is 94,000 acre feet compared with 185,000 capacity.

**MONTANA**—Snow pack on Rocky Mountains feeding Upper Missouri and Upper Columbia Rivers in Montana 20 per cent below average. Early runoff expected on both. April-September flow into Fort Peck reservoir on Missouri River 3,756,000 acre feet, 77 per cent average. The Yellowstone River at Corwin Springs, Montana, should produce 85 per cent average. On Columbia River drainage, Flathead River at Columbia Falls, Mont., may flow 85 per cent average. Inflow to Hungry Horse Reservoir on South Fork of Flathead River 82 per cent average. The Clark Fork River should produce water at Montana-Idaho boundary April-September 81 per cent average.

**NEBRASKA**—Western areas along North Platte will be limited to 75 per cent normal runoff into Wyoming reservoirs on this stream. Irrigation shortages seem certain, unless summer rain well above average. Storage in Kingsley and Sutherland Reservoirs 90 per cent average for Apr. 1, enough for normal needs for tri-county area.

**NEVADA**—Snow stored water near normal in small part of eastern Nevada to poor elsewhere. Winter flow below normal for all streams. Ground water levels in most valleys lowest on record. Storage in reservoirs on Apr. 1 was 44 per cent capacity and 67 per cent of 1943-52 average. Supply will be below normal in all parts of state. Humboldt River

at Palisades may flow only 17 per cent normal. Streamflow from east central Sierras may be 50-70 per cent normal. Snow cover in Spring Mountains in southern Nevada 67 per cent normal.

**NEW MEXICO**—Supply along Rio Grande poorest in recent years. Streamflow, expected less than year ago, and storage will supply only small fraction of usual demand. Most supply must come from underground. Storage in El Vado, Elephant Butte and Caballo reservoirs is 160,000 acre feet, same as last year. Soils in irrigated areas dry. Outlook for irrigated area near Carlsbad good. Pecos River flood last fall filled these reservoirs. Storage now twice 10-years' average, three times that of last Apr. 1. With storage in Conchas Reservoir below normal and slightly below year ago, Tucumcari Project expected to have shortage. Inflow from snow melt negligible.

**NORTH DAKOTA**—Supply to irrigated areas along Missouri River near Williston good. Storage in Heart Butte and Dickinson Reservoirs 82 per cent capacity. Recent snows improved soil moisture conditions in general area.

**OKLAHOMA**—Storage in W. C. Austin Reservoir on Lugert-Altus Irrigation District 12 per cent capacity, one-half average. Supply outlook is poor.

**OREGON**—Users can expect "poor" to "fair" supplies. Abnormally heavy March storms increased snow-pack to 90 per cent average. But dry soils will soak up much snow-melt otherwise adding to streamflow. Stored water half 10-year average, two-thirds that a year ago. Stored water will "save the day" in many eastern Oregon areas. Seasonal streamflow will fall below average except in Umatilla Basin and Clackamas, Santiam and McKenzie Rivers where flow slightly above average. Supplies will be short in Harney Basin, Sprague, Silver Lake, Chewaucan, Guano Lake, Catlow Valley, Alvord Lake, Crooked, Owyhee, Malheur, Burnt, Powder, Pine, Imnaha, Grand Ronde, John Day and Rogue River basins except where there is stored water. Columbia River, at The Dalles, may flow less than in 10 years.

**SOUTH DAKOTA**—Runoff into reservoirs in and near Black Hills should be slightly above normal. Total storage about three-quarters of 10-year average. Some shortage expected for Belle Fourche project.

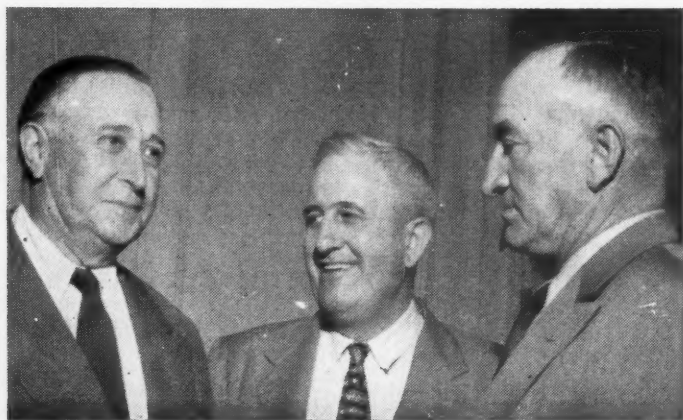
**TEXAS**—Irrigation water will be extremely short in El Paso area, depending primarily on Elephant Butte Reservoir storage. Area suffered from shortage several years, and less water probably will be available than in 1954. On Pecos River below Red Bluff Reservoir outlook good. Pecos River flood in New Mexico last fall also filled this reservoir. Pump irrigated areas on high plains have extremely dry soils. On Colorado River, storage near average in Buchanan and Lake Travis Reservoirs.

**UTAH**—March storms at higher elevations in northern Utah, made prospective supply fair to good. Poor conditions in Bear River Drainage from south of Bear Lake in Utah to Grace-Soda Springs in Idaho. Bear River at Harer 51 per cent average. Small area along Wasatch Front in Ogden-Farmington area faces deficiency. With minor exceptions, central and southern Utah can expect a deficiency, becoming critical along Sevier River if spring dry. More than usual snow pack needed to saturate watersheds before runoff. Storage in 14 reporting reservoirs 78 per cent of last year, 90 of average and 51 of capacity.

**WASHINGTON**—Snow pack in state and on headwaters of streams originating in adjacent states 91 per cent normal, 18 per cent increase since Mar. 1. Spring precipitation unusually heavy, but dry soil in mountains expected further to reduce summer's runoff. Forecasts April-September, 80 to 95 per cent normal. Irrigation reservoirs have excellent carry-over. The five Yakima River Reservoirs hold 76 per cent capacity, compared with 10-year average 65 per cent. Nine irrigation reservoirs with capacity 2,654,000 acre feet have 1,039,000 in storage, slightly less than Apr. 1 average past 10 years.

**WYOMING**—Snow cover 20 per cent below normal for state. Soil moisture under mountain snow below normal, and forecasts of streamflow are 5 to 20 per cent lower than snow cover would indicate. Storage in reservoirs 40 per cent capacity and 50 per cent of past 10-year average. Shortages most critical in North Platte and Laramie watersheds. Most of 950,000 acre feet in North Platte Reservoirs assigned to new Alcova Project and not available for North Platte irrigated district in eastern Wyoming and western Nebraska. Summer rainfall must be well above normal, if shortages are avoided. Outlook similar to 1954. Wheatland district has no carry-over irrigation water. Irrigation supplies along main streams in northern Wyoming adequate in 1955. Outlook on east side of Big Horn Mountains improved by heavy snowstorm Apr. 1.

**PUSH BEEF**  
Two feeders and a range man hold a general discussion of cattle conditions at the recent National Beef Council meeting in Chicago. (L to r.) Don McMurchie, cattle feeder from Centerville, S. D.; Ed Hollenbeck, president of Corn Belt Live-stock Feeders Association, Polo, Ill., and Claude Olson, rancher from Ludlow, S. D.



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## THOSE PESKY PORCUPINES

By Gene Sperry

**M**OST HATED OF ALL WOOD-land animals, by the cattleman, is the slow-moving, lethal-tailed porcupine. Coyotes, bears and other predators seldom bother cattle either on forest ranges or in private pastures. However, the porcupine—commonly called the quillpig by cow-country people—takes its toll daily—not in actual lives but in beef production.

(Despite the traps and quill-pig hunts staged by many ranchers' children, the animals seem to be gaining in numbers each year. It is difficult to understand why they have not been eradicated before now, for they reproduce only a set of twins yearly.)

Any cattleman spotting a gaunt-bellied cow can guess correctly almost every time what she is suffering from: quills. A cow with a quill-lined mouth is not able to eat, and therefore loses weight steadily and surely.

Once quills become embedded in an animal they must be removed or they will fester and gradually work completely into the flesh. Many man hours are lost yearly on cattle ranches when a cow must be corraled and de-quilled. It is generally a long process, with the animal protesting violently all the time.

Few cattlemen are exempt from these year 'round pests. Fences will not stop them for they can climb over sheep-tight fences of either woven or barbed wire. Strangely enough, they climb up one side of the fence and go down backwards on the other side. They are extremely difficult to kill, as the brain is the only certain spot to hit for instant death.



This particular porcupine is of the Canada species. He has just climbed down from a half-ruined spruce tree to get water. His thousands of quills are hidden among the long, stiff hairs that cover his body and tail. Porcupines swim well and are very fond of water lilies. (Photo taken by Lee W. Sperry on the Grand Mesa National Forest near Ragged Mountain, Colo.)

Few people are aware of how easy it is to pick up a quill-pig. He has a bare spot on the extreme tip of the tail where a hand-hold is easy and there is no danger of being quilled. (Contrary to legend, porcupines are unable to throw their quills.)

Unlike many forest animals, this one does not hibernate during the winter. Severe storms will drive the bushy creatures into a hole in the ground or under a fallen log. When the sun shines again they emerge to continue their gnawing careers. Porcupines are notoriously salt-hungry and will chew on any leather objects, such as a bridle, saddle or pair of chaps, until there is little left but the metal.

They have very few real enemies, for most animals stay clear of their killing barbs. Outside of man, their only danger comes from the fisher, who belongs to the marten family. Other predators leave the "porky" alone unless they are extremely hungry. The fisher has learned to turn him over quickly and slit the unprotected abdomen.

Despite the fact that porcupines are unable to throw their quills, they quickly clear a path by lashing a lethal tail at any foe. They have approximately 35,000 quills which are about 1/2 inch long on the head and 4 inches long on the back and tail. The muzzle, legs and underparts have no quills. The beasts' eyes are small and dull and do little more than direct them from one tree to the next.

Perhaps the day may come when old "barbtail" will become extinct, and certainly the cattleman would look forward eagerly to that day. Many a good cow-pony has been ruined because he thought it would be fun to stomp Mr. Porcupine a time or two. Once the quills become immersed completely in the flesh, there is no way of removing them, and a cow or horse may have permanently swollen and festered legs.

Ask any western cattleman what animal he most despises and there is no doubt what his answer will be . . . the porcupine.

### INVESTMENT TIPS

A pamphlet about investment companies is designed for the many rural families planning their future by prudent investments in American business and industry. It helps them understand how their money can be invested to fit their own particular needs and is called "Investing Made Easy." Single copies are available on request to the National Association of Investment Companies, 61 Broadway, New York 6, N. Y.

### 1953 BEEF DISTRIBUTED

All stock of beef and gravy bought by USDA in its beef purchase program in the fall of 1953 have been completely distributed, says USDA. Of the total 215.8 million pounds distributed, schools got 139.9 million pounds; institutions 59.9 million and needy persons 16 million pounds.

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## SUPPLEMENT TO QUESTIONNAIRE REPORT

When the American National met last January at Reno, Alan Rogers of Ellensburg, Wash., chairman of the association's research committee, reported on activities of the first year of that committee's existence. In his report Mr. Rogers gave information gleaned from a questionnaire sent out to determine production efficiency. This month, he makes available a supplement to that questionnaire report:

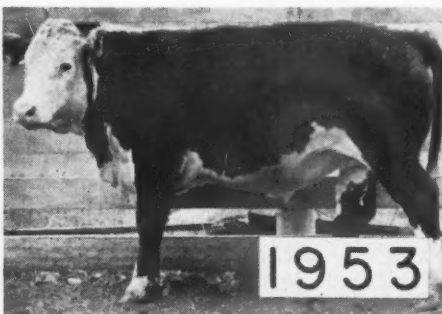
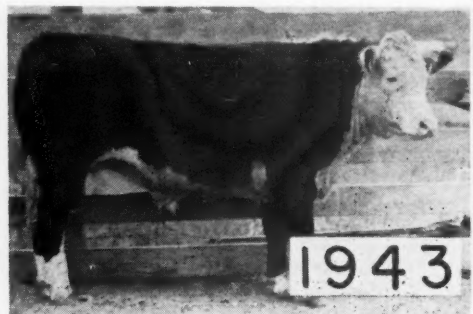
1. The January 1, 1954, United States inventory of cattle classed as beef cows two years old or older was approximately 22,500,000. The number of cows of breeding age reported on the questionnaire was 117,692, or .52% of the inventory.

2. Regarding the health record of the cattle, the following table shows the

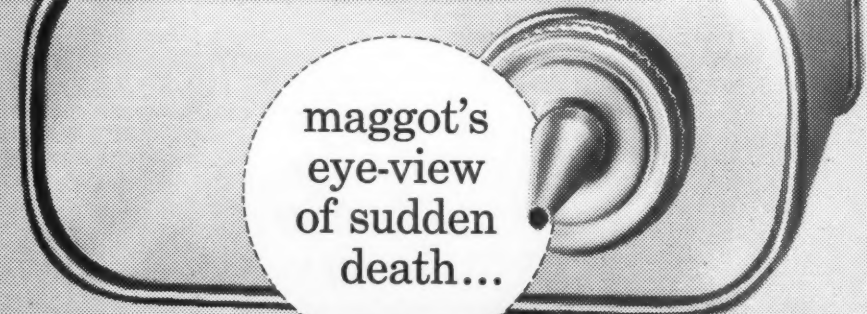
various diseases listed. Of the herds reporting,

57.2 per cent recorded pink eye.  
56.6 per cent recorded cancer eye.  
51.9 per cent recorded lumpy jaw.  
39.3 per cent recorded foot rot.  
27.4 per cent recorded pneumonia.  
21.1 per cent recorded bloat.  
20.1 per cent recorded abortion.  
19.5 per cent recorded sunburned udder.  
19.1 per cent recorded urinary calculi.  
18.6 per cent recorded various other diseases.

(Urinary calculi was placed first in the requests for research. However, in reporting incidence in their herds, many made the note, "Do not feed steers.")



Research progress in developing fast-gaining lines of beef cattle now make it possible for cattle raisers to put 2½ pounds a day on growing steers. Ten years ago, producers were getting gains of only 2 pounds a day. The yearling steers shown here illustrate the results of tests carried on at the U. S. Range Livestock Experiment Station, Miles City, Mont. The animal on the left represents the average weight of 904 pounds that was recorded in 1943. The steer on the right represents the average weight of 1,064 pounds achieved in 1953. Feeding period in both cases is the same.—Agricultural Research text and picture.



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3. As to record keeping, 24.1 per cent of those reporting are individually identifying their cows.

4. Scales suitable for weighing animals from 200 lbs. to 2,000 lbs. are owned by 34.8 per cent of those reporting on that question. However, and sad to relate, most of the scales were not being used to record weights of cattle.

### CATTLE ON FEED

Cattle on feed in the 14 major feeding states are estimated at 4,547,000—about 12 per cent above a year earlier. In the Corn Belt the number was 8 per cent larger than a year ago.

In California the number on feed Apr. 1 was 318,000 compared with 467,000 Jan. 1 and 206,000 Apr. 1, 1954.

Idaho: 102,000 compared with 135,000 Jan. 1 and 85,000 a year ago.

Colorado: 222,000 Apr. 1 compared with 275,000 Jan. 1 and 183,000 Apr. 1 last year.

Arizona: 155,000 compared with 169,000 Jan. 1.

Texas: 81,000 Apr. 1 and 126,000 on Jan. 1.

Cattle feeders intend to market 49 per cent of their cattle the next three months; 51 per cent is expected to be marketed after July 1.

About 36 per cent had been on feed less than three months; 60 per cent three to six months; 4 per cent on feed more than six months.

Cattle weighing under 600 pounds comprised 23 per cent of the total on feed; 600-900 pounds 48 per cent of the total; those over 900 pounds 29 per cent.

### GRAIN STOCKS

Record feed grain stocks are shown in figures of the USDA as of Jan. 1: Stock of corn, oats, barley and sorghum grains in all positions totaled 16.8 million tons—12 per cent more than a year earlier and largest for Jan. 1 either in total or per animal unit. The prospective acreage of hay to be harvested in 1955 is 74.4 million acres, 2 per cent larger than in 1954 and about the same as the 1944-53 average—close to 104 million tons. With 15 million tons carryover, supply per animal would be about the same as in 1954-55.

### DAMAGED LAND

By Apr. 20 more than 13 million acres of land in seven southern Great Plains states had been damaged by wind erosion since last November, says USDA. In addition, another 19 million acres were in condition to blow—and will if high winds and drouth persist through late spring and early summer.

More than 11 million acres of the land damaged were in eastern Colorado, western Kansas, western Oklahoma, western Texas and eastern New Mexico, and more than 15 million acres in condition to blow were in this area. The remainder of the damaged and blowable land lies mainly in southeastern Wyoming and southwestern Nebraska.

AMERICAN CATTLE PRODUCER



## BEEF—Across The Country

The California Beef Industry Council appointed Robert Munyou as manager. He was with the university at Davis. Current promotion work includes wide distribution of recipes and posters promoting sale of economy cuts and TV and radio appearances by USDA and National Live Stock and Meat Board sponsored meat specialists. President of the council is Carl Garrison, San Francisco; vice-president is Louis H. Nohl, a cattle feeder.

**"His" and "Her" steaks are a new merchandising twist. The Kroger Co. is putting two porterhouses in one package, a larger one for the man of the house and a smaller one for the lady, in the firm's Cleveland markets.**

Leo Welder, rancher of Victoria, Tex., has been named president of the six-months-old Texas Beef Council, succeeding Roy Parks of Midland. (Mr. Parks is president of the Texas and Southwestern Cattle Raisers Association.) The executive committee of the council recently voted to continue its beef promotion work.

**"Meat—The New Look" is a TV series which has been scheduled for video stations in major cities. It will show millions of Americans the meat story as presented by the National Live Stock and Meat Board.**

The Arizona association's News Letter reports that a copy of the Arizona CowBelles' film, "Your Guide to Buying Beef," has been bought by the California Cattle Feeders Association. This film had its first showing at the Reno convention of the American National.

### MEXICO'S CATTLE PLAN

The Mexican government is setting its sights at revitalizing the country's cattle industry over a period of 15 years, with the cooperation of private initiative. Planned for inclusion in the ambitious program will be the digging of deep wells for irrigation and water-holes, and a stepped-up artificial insemination plan. Plagues and diseases are to be studied; it is intended that land be reclaimed and drained of salt, and that chronic beef shortages be eventually eliminated, in a large part through the building of a big government-owned refrigeration plant.

Three-fold aims of this expansive federal drive will be to provide enough fresh meat for the country and its capital; skins for the shoe industry, and employment for men who now look to the U. S. for work as migrant laborers. —Emil Zubryn.

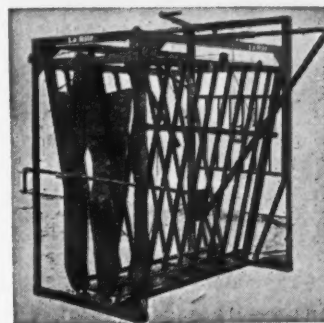
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## THE STATE PRESIDENTS

Stephen L. "Steve" Bixby of Globe, president of the Arizona Cattle Growers



Steve Bixby

had a ranch and pioneer milk canner near Phoenix, Ariz., many years ago. His sons, Steve Bixby's father and Uncle Harry, were both cattle ranchers in California and northern Arizona more than 40 years ago; their double cousin was the late Fred H. Bixby, a former president of the American National.

The ranch Steve Bixby has operated since purchasing it in 1928 consists of 25,000 acres of rough mountain range (a yearlong individual allotment on the Tonto National Forest); his headquarters and home are seven miles north of Globe. He runs a breeding herd of 400 cows—about 125 registered Herefords, both Polled and horned, and the balance high-grade commercial Herefords. He specializes in production of top quality range bulls adapted to the terrain and has held the past four years, a February sale at the ranch which successfully sells the annual bull calf crop; the commercial cattle are sold in May as choice yearling stockers and consistently top the market in Gila County.

Mr. Bixby says one of Arizona's biggest problems is its high percentage of public land, which leaves insufficient tax base for a rapidly

growing population; due to the resulting instability of ranch operations, militant county and state livestock organizations are a must. He lists another major problem as the encroachment of worthless brush, largely due to a shortsighted policy in the past of overprotection by the federal landlords. Declares Mr. Bixby: "Frequent drouth and a rapidly diminishing supply of surface and ground water are problems that can be solved only by brush eradication, artificial rain increasing and additional beneficial use and development of the Colorado River.

Mr. Bixby has six children; he expects his only son, Steve, Jr., to join in the ranch operation on completion of his navy enlistment this year. The other members of the family are Daughters Mrs. Patricia Moase, Anne, Sally, Elizabeth and young Susan, and Wife Maxine.

This active cattleman is a past president of the Arizona Hereford and the Gila County Cattle Growers associations. He served four terms in the state senate, 1941-48, and has been a member of local, state and national forest advisory boards. He is a former director of the Globe Chamber of Commerce and the Arizona chapter of the American Society of Range Management. Currently, he is president of the Gila County Farm Bureau, vice president of the Arizona Hereford Association and one of the vice-presidents of the Arizona National Livestock Show. Recently, also, he served as a member of the Arizona Underground Water Commission; and he is proud that at the 50th convention of the Arizona Bankers Association he was awarded one of two plaques given agriculturists in each county for outstanding conservation work.

Now, says this busy Arizonan, he is thoroughly enjoying his second term as head of the Arizona Cattle Growers Association.



# LADIES' CHOICE



## Through a Ranch House Window

### Meet These New State Presidents



**Mrs. Rudder**

Carolyn (Mrs. Clark) Rudder, Alabama's new president, stepped into the position naturally after serving as secretary-treasurer of that group since its organization two years ago. Her husband, a former county agent, is now head buyer of the Dothan Branch of Sunnyland Packing Company, and they have one son, Bob, 12 years old, who is active in 4-H Club work. He has both cattle and hog projects.

Mrs. Rudder is active in and the former president of the Kinsey Home Demonstration Club; she is also secretary-treasurer of the Kinsey Farm Bureau and was their delegate to the state meeting in Birmingham last fall. She is serving her first year of a two-year term as president of the Garden Study Club of Dothan, is an active member of the choir of the First Methodist Church and has been active in P.T.A. work for several years.

As to hobbies, she reads—"anything," she says—and enjoys cooking and sewing. She recently was a County Dress Revue winner, which entitled her to a trip to Biloxi, Miss. But perhaps Mrs. Rudder's chief "hobby" is people. "Each fall," she writes, "I work for several months with the Dothan Oil Mill which buys peanuts. It is interesting to work so closely with the farmers and I enjoy it very much."

\* \* \*



**Mrs. Clinton**

Mrs. Joe A. Clinton, Arizona's president, says with the usual ranch wife's modesty, "There really isn't anything to tell about myself; I'm just a rancher's daughter and a rancher's wife."

Mabel Clinton's parents are Mr. and Mrs. Wm. R. Stevenson of Hereford.

She was born at her grandparents'

home in Patagonia, Ariz., and grew up on a ranch north of Bisbee, and her schooling was by private teachers and in Bisbee schools. Mr. Clinton was born and raised on a ranch at Hereford. The Clintons have two daughters and one son, and are the proud grandparents of one granddaughter and one grandson. Their ranch is located on Highway 92 between Bisbee and Ft. Huachuca on the San Pedro river (I wrote a story about buried treasure down that way once!—D.M.) and their house is only three miles from the Mexican border. Mrs. Clinton has taken an active part in the activities of their small community, belonging to several clubs and working in the Sunday school, and she is a member and past president of the local CowBelles. "I'm especially proud of that," she says. "One can't help but be proud of any part in this movement, first started to make Arizona ranch women better acquainted with their neighbors."

Like most ranch wives, Mrs. Clinton's hobbies and interests are wide and varied. She has done a great deal of quilting, crocheting, etc., since she was a child. "But of course I've never been able to keep my activities entirely on so ladylike a plane," she admits. "On a ranch it never pays to say 'I can't do this or that' for difficult situations arise and they don't always wait for the men to be home, so—as what ranch wife doesn't?—you grit your teeth, maybe shudder a little, and do whatever has to be done . . . and this can vary from helping in the delivery corral to killing skunks."

\* \* \*



**Mrs. Owens**

California's president, Mrs. Jim Owens—Freda to those who know her—is a native of Red Bluff, educated in the schools there and a graduate nurse of the Saint Francis Hospital in San Francisco. Freda and Jim have one son, Peter, a junior in the Red Bluff High School. They live in town but own and operate a ranch west of Red Bluff, where they raise Hereford cattle, moving to Fort Klamath, Ore., for the summer.

Since 1952, when the Tehama County Cattlemen's Association was reorganized, Freda Owens' life has changed

considerably. Tehama County CowBelles came into being, and she was elected president. This has been a very active local group, with a fast-growing membership, that has carried out a most successful beef promotion campaign. Mrs. Owens served two years as their president and in December, 1954, was elected to lead the state group. She has also been active in the Klamath County (Oregon) CowBelles. Invited as guest speaker to their first meeting, she joined them.

Up until her growing CowBelle activities kept her so busy, Mrs. Owens was on the executive board of the Red Bluff Women's Club, taking her turn as secretary, chairman of various committees, acting as a director of the club for two years and as advisor of the junior women for four years. She also did her share in the Red Bluff Hospital during the war years when there was a shortage of graduate nurses. On behalf of the CowBelles she has taken an active part in most civic affairs whenever or wherever nurses are needed—for the blood bank, polio drives, Red Cross, school tests and the Well Baby Clinic sponsored by the Junior Women of Red Bluff.

Since becoming president of the California CowBelles she has organized new groups, served on committees at state and national levels . . . added all this to an already heavy schedule of worthwhile civic activities.

\* \* \*



**Mrs. Andrews**

Martha (Mrs. George) Andrews, president of the Kansas CowBelles, is another lady who tells me there is nothing of interest about herself to report. But those who saw the clever one-act play, "It Has Been Worse," presented at the Kansas convention this year know that

Martha Andrews, who wrote and directed it, must be a very interesting person indeed. She also admits that, in addition to the usual duties of a rancher's wife and the numerous activities thrust upon the mother of two teen-age youngsters, she manages to write poetry . . . "just about the common little things happening around me."

Mrs. Andrews was born and reared on a farm near Superior, Nebr. She

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May, 1



taught school in Kansas, which is how she met the "cowboy" she married. Incidentally, he is the newly elected president of the Kansas Livestock Association. The Andrews' have a son, 17, and a daughter who is 11.

Mrs. Andrews did an excellent job as vice-president of the Kansas group last year and was their secretary-treasurer in 1953. Her plans for their own Beef for Father's Day program were so good that we took the liberty of passing them along to other groups in April.

I love the modesty of ranch people . . . until I try to get some biographical material so I may write a story about them. Sometimes I think it is as hard to get them to talk about themselves as it would be to pry the fillings right out of their teeth! So, if I've not done a good job of letting you meet some of the new state presidents this month, maybe the fault is not mine alone.

Idaho's charming president, Mrs. Walter Schodde, modestly chose to have us feature Mrs. Ira Morrell, Idaho's "Cowbelle of 1955"—and so I shall, next month, along with some other prominent members of our organization. But I still plan to let you meet Mrs. Schodde, too, next time (after the rest of the state conventions) when I can say, "Meet These New Presidents."

Two of the hardworking CowBelles who are spark-plugging the "Beef for Father's Day" program are its chairman, Mrs. Leavitt Booth of Arvada, Colo., and Mrs. J. W. Wadlow of White-water. They have done such an amazing job of putting over this whole campaign that I have hesitated to break into their busy days to ask them to keep us up-to-date on how it is developing at state and national levels. But next month, I hope, we'll be able to give an over-all picture of the program, brief summaries of how each state has handled its own promotional problems—and some well-deserved recognition to Mrs. Booth, Mrs. Wadlow, Miss Ilda May Hayes and the many others who are working so hard just now to put over the idea that in every American home it should be "Beef for Father's Day."

Perhaps, by then, everything will be running so smoothly that these busy ladies will have time to take a "breather," to sit down and tell us just how things are getting along.

What are you doing about Beef for Father's Day in your own community?

There is so much to report on spring conventions this month that there's no room to share a recipe or two At Home on the Range. Let's just broil up a good thick steak, fry some potatoes, make the coffee strong enough to float an egg and bake a couple of apple pies. We couldn't please our menfolks better! And so . . . good eating . . . and good evening . . . to you all.—D.L.McD.

## American National CowBelle Chimes

Vol. 3, No. 5

May, 1955

President — Mrs. Joe Watt, Moorcroft, Wyo.  
Secretary-Treasurer — Mrs. Jack Dinwiddie, Centennial, Wyo.

Vice-Presidents — Mrs. Fred Dressler, Gardnerville, Nev.; Mrs. Russell C. Larsen, Kimberly, Ida.; Mrs. Tom Field, Gunnison, Colo.  
Editor — Mrs. Dorothy McDonald, 7905 Pala St., San Diego 14, Calif.

### A MESSAGE FROM THE PRESIDENT OF THE NATIONAL COWBELLES

Just one more month until the Beef For Father's Day program is completed. I would like to suggest that your state organization consider giving your governor either a steak or a roast for that day, and that the local CowBelle groups might give the mayors of their towns the same. I think it would be well worth it in good will—and perhaps publicity. Keep in mind we will have more beef than ever before this year, and it is up to us to move it.

Have you CowBelles asked your mayors to proclaim Beef for Father's Day? This would be an excellent time to do it. Have pictures taken, if possible. Remember, one picture

### CALIFORNIA COW BELLES

CowBelle attendance is swelling in numbers at local cattlemen's meetings. These are officers of the Calaveras-Tuolumne (California) CowBelle group (l. to r.): Mmes. Clifton Mitchell, president; Glenn Whittle, vice-president, and Clyde Sherwood, secretary.

Center picture shows (l. to r.) Mmes. H. G. Kelsey, Kenneth Easby, Carter Arnett and Chas. Lavelle, president of the Merced-Maricopa CowBelles who are centering work on "Beef for Father's Day."

The lower photo was snapped at Ahwahnee, Calif., where the Madera County CowBelles gathered. L. to r.: Mmes. O. L. Stiegler, Harold Roloff (secretary) and Roy Martin.

is worth a thousand words.

The American National CowBelles contributed a modest sum to the building fund of the American National Cattlemen's Association last month.

Congratulations to our newest state CowBelle organization . . . Oklahoma, we welcome you!

—Arlene Watt, President  
American National CowBelles

. . . . beef for father's day . . . .

**BEEF COOKERY:** "We have on hand less than 1,500 books from our first printing," writes Chairman Marian Guthrie, "and as long as there has been such a strong demand we feel we should be considering a reprint. The cookbooks are widely distributed across the United States and in fact we have had numerous orders from the East recently. This, as a result of stories in Better Farming and Country Gentleman."

If you want a first edition of this, our own all-beef cookbook, ask your local CowBelle president to write direct to Mrs. John Guthrie, Route 4, Porterville, Calif. Price is \$2 each, postpaid.

. . . . beef for father's day . . . .

Since approximately half our state conventions are over, it might be interesting to resume them briefly and meet the new state presidents. You'll find brief biographical sketches of as many as we have been able to cover in this month's Meet Your Neighbor





At the Idaho CowBelles coffee hour at the recent state convention.

column . . . and we'll hope to introduce you to more of them next month.

State meetings held so far this year include: Alabama, Arizona, Idaho, Kansas, Louisiana, Mississippi, Missouri, Oklahoma and Utah.

ALABAMA CowBelles meet with the Alabama Cattlemen and have just one "special event" of their own—a breakfast. This year (in January) they met in Mobile with 75 ladies present. Mrs. W. A. Womack, retiring president, presided and Jay Taylor, president of the American National, was a special guest.

ARIZONA CowBelles were guests of the Yuma group at a breakfast Feb. 4. Each lady present received a beautiful corsage made from cotton burrs and a handkerchief with a CowBelle motif in the corner. Mrs. Dorothy Stacy, outgoing president, was presented with a billfold with her brand tooled on it. Mrs. Mattie Cowan and Mrs. Les Barkley won door prizes. A chorus from Yuma High School sang "Jewels of Arizona," the Arizona CowBelle song written by Mrs. Edith Knight of Yuma. Local groups gave resumes of their activities and at the banquet the film "Your Guide to Beef Buying" was shown. Arizona is proud of Mrs. Mattie Cowan for the production of this film as her project when she was president of the National CowBelles.

IDAHO CowBelles held a successful convention in Boise Mar. 24-25, under direction of Mrs. Walter Schodde of Burley, the president. More than 200 members attended. Sessions included a joint luncheon of CowBelles and cattlemen with the famed commentator on world affairs, John Morley of California, as speaker; a coffee hour and business meeting, and an all-ladies luncheon which featured a showing of spring fashions and hair styles.

Mrs. Robert E. Smylie, wife of Idaho's governor, was made an honorary CowBelle, and Mrs. Ira Morrell of Glens Ferry, a charter member and former state officer, was named CowBelle of 1955 and received a gift from Mrs. Amos Eckert of Boise, past president of the Idaho group. Mrs. Schodde and her officers, all serving two-year terms of office, shared the head table with Mrs. R. C. Larsen, vice-president

of the National CowBelles, Mrs. Van Ness Wallentine, wife of the Idaho Cattlemen's president and Mrs. Richard Gabica of Nampa, convention co-chairman.

Appointed to head the "Beef for Father's Day" committee was Mrs. Eckert, whose husband heads the cattlemen's beef promotion committee. A brisk business in orders for BEEF COOKERY was done at the registration desk and CowBelles throughout the state reported good sales. An unexpected windfall came when the lucky number for the saddle was drawn by F. E. Mollin, secretary of the American National; he graciously turned the saddle over to the CowBelles to be auctioned off. Part of the funds raised are marked for the new American National building in Denver.

KANSAS CowBelle meeting was held in Wichita, Mar. 10-12. Social events: Dutch supper, chuckwagon breakfast, and CowBelle luncheon were very well attended and highly praised. Plans for the "Beef for Father's Day" project were put in motion. (Kansas' suggestion that a package of BEEF be presented to the first new father on June 19 was mentioned in the April Chimes. —ED.) Big project for the year is the newly-established scholarship to be awarded to a graduate girl student who is working on the subject of BEEF in some form. Winner will be chosen by a committee from Kansas State College and she is to make a report, in person

if possible, to next year's convention.

Kansas CowBelles were highly honored to have as a special guest our National president, Mrs. Watt.

LOUISIANA CowBelles met in New Orleans in February. They now have 189 members, organized in five parish groups. (Officers for 1955 were listed in the April issue. Sorry we have no details of their meeting; perhaps we will next month.—ED.)

MISSISSIPPI CowBelles, organized only last August, reported on their first convention in Jackson during January in the March Chimes. Officers remain the same as in the 1954 Year Book.

MISSOURI also reported in the April issue, and their officers remain the same as in 1954.

OKLAHOMA CowBelles are our very newest group—so new that we were able just to list their first officers in last month's magazine. They were organized Mar. 11 at Oklahoma City during the annual meeting of the Oklahoma Cattlemen's Association, with about 50 charter members. "Much enthusiasm was shown," writes Vera (Mrs. Lucius) Long, "with practically every lady present joining." Members of the National CowBelles who have known Mrs. Long as delegate-at-large from her state will be happy to congratulate her as first president of the new group.

UTAH CowBelles convened in Salt Lake City on Feb. 19 and 20. All officers were re-elected and so remain the same as in the 1954 Year Book. (Sorry we have no more information about this meeting, either. Perhaps we'll have more later.—ED.)

CALIFORNIA CowBelles convene in December and so their 1955 officers (listed in the March issue) have been in office long enough to have some progress to report . . . and, as usual with that very active state, Mrs. Jim Owens and her assistants have not been idle. They have organized four new county groups since the first of the

### YUMA COW BELLES AT ARIZONA MEETING

Yuma CowBelles who hosted the Arizona state convention this year were l. to r., rear: Mrs. Ken Esterday, Mrs. Floyd Newcomer, Mrs. Les Barkley; front: Mrs. J. E. Thomas and Mrs. Harold Giss.



AMERICAN CATTLE PRODUCER

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year—Butte County, Mrs. Emma Roney of Chico president; Solano-Napa County, Mrs. Dorman Mangels of Cordelia president; Humboldt County, Mrs. Herbert Hunt of Arcata president; Fresno County, Mrs. Tom Craven president. Mrs. Owens is also serving with Mrs. Leavitt Booth of Arvada, Colo., and Miss Ida May Hayes of Oregon on the very important Beef for Father's Day committee and with Mrs. Howard Reamers, Mrs. John Guthrie and Mrs. J. B. Williams on the state committee for June 19 as National Beef Day.

... beef for father's day ...

## HERE AND THERE WITH THE COWBELLES

Third quarterly meeting of the South Dakota CowBelles and Stockgrowers was held at Winner on Mar. 10 and 11, with 107 registered. A lovely tea was held at the home of Mrs. Grossenberg. Each lady received a pastel colored pot-holder in the shape of a cow bell. Mrs. Harry Carlson had previously made arrangements so that each lady found hers marked with her own brand. Mrs. Houck, the president, announced the winner of the CowBelle Song "A CowBelle's Life," by Mrs. Vernon Seger of Oelrichs. A committee was appointed to select recipes for the second edition of the CowBelle Special Recipe Folder soon to be distributed. The group also enjoyed a banquet, an evening of square-dancing and on Friday morning a CowBelle breakfast.

... beef for father's day ...

North Dakota CowBelles for the first time this year had a small part in the Valley City Winter Show. Together with the stockmen they maintained a booth all week at this great livestock event. The booth was decorated in red and black with the gigantic square dancing painting by the late Einar Olstad in the background. Among exhibits were the metal "Eat Beef" signs, bumper stickers, our state and Na-



May, 1955



Cattlemen of Fresno County (California) formed a CowBelle group in mid-April and elected (l. to r.) Mmes. Neil Perkins, vice-president; Tom Craven, president; Gerald Paxton, secretary, and Alfred Carleton, treasurer. Mrs. John Guthrie, past president of the National CowBelles, is standing.



## NEW KANSAS COWBELLE OFFICERS

New officers of the Kansas CowBelles, l. to r.: Mrs. Lee A. Perkins, secretary; Mrs. Fred Winzeler, vice-president, and Mrs. George Andrews, Kanopolis, president.

tional magazines, recipe leaflets and a variety of beef-promoting pamphlets. Also, sterling silver cow bell pins and, for the first time in North Dakota, the cookbook "Beef Cookery."

... beef for father's day ...

## NEW OFFICERS FOR '55

Alabama  
President—Mrs. Clark Rudder, Dothan.  
Vice-president—Mrs. W. P. Breen, Eutaw.  
Secretary-Treasurer—Mrs. James McLean, Snowdown.  
Directors—Mrs. R. Bamber, Uniontown; Mrs. E. E. Ponder, Cullman; Mrs. T. W. Athey, Jr., Grady.

... beef for father's day ...

## IN MAY

Red roses bloom beside my garden wall;  
Honeysuckle hangs sweet in the noonday air.  
The cottonwood's glistening leaves stir  
Ever so lightly in their springtime dreams.  
Over flat and ridge and hill the pinkish  
Roads go winding through the sweet green  
grass.  
Among the cedars, and down along the creeks,  
Baby calves lie dozing in the sun.  
Ah! Let me write it down  
Lest I forget today!

—Martha Downer



Ruby (Mrs. Adin) Hall of Glenns Ferry, Ida., with her little dog Penny. Mrs. Hall was the first president of the Idaho CowBelles when they organized that group in 1946. It is one of the older CowBelle groups.

## TOP POP TO GET BEEF

"Beef for Father's Day" is going right to the top father in the land this year. When Mrs. Charles Money, a Colorado CowBelle from Walsenburg, recently was one of the ladies who had breakfast with the President (at which beef sausage and beef bacon were presented to him) she carried to him a letter from Mrs. Leavitt Booth of Arvada, the Colorado CowBelles' president. In it he was offered a dozen prime steaks for his Father's Day dinner. Since then, Mrs. Booth has received a reply in which President Eisenhower accepted the steaks.

## FROM OXEN TO ROSES

The musk that perfume makers use as a base for their products doesn't all come from the musk ox of India, Iran and Egypt. There is scarcely enough for the needs of the Orient. So, ersatz musk is obtained from roses produced in a small district of Bulgaria.—Ray Freedman.

## COVER PICTURE

The cover picture is of Richland Warren 11th, owned by J. A. Schoen & Sons, Lenora, Kan. The picture has appeared several times in the livestock press, and we consider it so striking that we are happy again to present it. Photo courtesy American Hereford Journal.

## Teen-Agers Could Boost Meat Use

If America's 16 million teen-agers ate meat in larger amounts for strength and vigor during their growth into adulthood, they could consume as much as 992 million more pounds of beef, veal, pork and lamb annually, according to the National Live Stock and Meat Board.

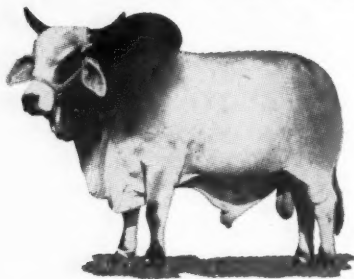
The Meat Board points out that findings in the field of nutrition reveal teen-agers actually need from 30 to 50 per cent more of certain vital food nutrients than their fathers and mothers, especially those nutrients supplied by protein-rich meat.

The additional consumption would likely add up about as follows, says the board: 486,080,000 pounds of beef; 416,640,000 pounds of pork; 59,520,000 pounds of veal, and 29,760,000 pounds of lamb.

### FEWER PRODUCE MORE

A recent study reveals that 40 per cent more beef is being produced in the United States with 18 per cent fewer people on ranches than was the case in the 30 years preceding 1952.

## FORMULA



## For Efficiency

The high dollar return for the dollar invested:  
You have it in the

### AMERICAN BRAHMAN

- longer life
- greater fertility
- less "doctoring" required
- heavier weaning weight
- market-topping milk-fat slaughter calves

Start NOW. Add efficiency to your cattle operation.  
Buy quality American Brahman bulls and females.

Write for literature and list of breeders.

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## "WIRE-TAPPED" STEER

This English steer is wearing an electronic harness that registers how many times a day he stretches his neck to chew, lies down, stands up and even twitches his tail. The tests are helping researchers learn which grasses cattle like and which are best. (Photo, British Information Services)



TO THE  
EDITOR  
(Cont. fr.  
P. 4)

**COLD APRIL**—We're having the coldest April on record for eastern Washington.—**Fred Wittig, Douglas Co.**

**THANKS**—You men are doing a grand job and we are all getting more than our money's worth. The beef promotion program has saved us a bad slump, I am sure, taking care of surplus that could have been ruinous. When men do a fine job I know they like to be appreciated, and I am one who does, fully. Am confident you'll put it over again this year.—**E. M. Adams, Sweet County, Mont.**

**DRY**—Range feed outlook for sections of Nevada is rather poor at the moment. Good rains or snow could correct the situation overnight, however.—**Walter Gilmer, Elko County, Nev.**

**INDIANANS HELPFUL**—I have talked with the producers of both pork and beef—the farmers in this state—and every one has said he would be happy to cooperate in a beef program.—**A. Kiefer Mayer, Marion County, Ind.**

### WOOL PRICE FOR YEAR PEGGED AT 62 CENTS

Incentive price under the National Wool Act of 1954 is 62 cents a pound on shorn wool for Apr. 1, 1955, to Mar. 31, 1956. Payments are based on a percentage of the price the seller gets rather than on a flat cents-per-pound rate. Payments will also be made on lambs and yearlings sold for slaughter.

### \$7.5 BILLION INVESTED

CCC investment in price support commodities was nearly \$7½ billion as of Feb. 28. Loans outstanding were \$3.3 billion and cost value of inventories about \$4 billion. Last year the total investment was about \$6¼ billion.

### NEW ANTHRAX VACCINE

A new anthrax vaccine, trade named Thraxol, is now in production at the Berkeley, Calif., plant of Cutter Laboratories. Thraxol is a low virulence vaccine containing the Sterne anthrax spores and saponin and has been proven safe for annual pre-season anthrax immunization of cattle, horses, sheep and swine.

## KEIRSEY TILTING CHUTE

(Pat. Nos. 2483909 & 2446769 and Pat. Pend.)

- Performs every detail of calf handling—from right or left side.
- Exclusive leg spreader and gate holds calf for working.

For further detailed information write or call

**KEIRSEY TILTING CHUTE**  
ROY, NEW MEXICO

AMERICAN CATTLE PRODUCER





The 1955 officers of the Ogle County (Illinois) Feeders Association pose for a picture at their recent annual banquet. (L. to r.) John O. Thomas, Oregon, vice-president; Herbert Hays, Polo, president; Merle Snodgrass, Oregon, secretary-treasurer. Lyle Liggett was the speaker at the banquet which was attended by some 525 persons, at Oregon, Ill.

## LONGEST DRY SPELL

Longest U. S. dry spell was recorded at Baghdad, Calif., where in three years (February 1917 to January 1920) precipitation totaled only a tenth inch.

## ORIGINAL Automatic CURRIER

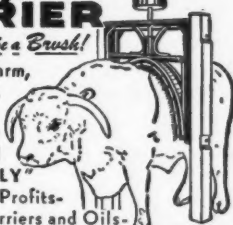
Nothing Carries Like a Brush!

Proven Best for Farm, Ranch and Feed Lot.

Animals will treat themselves for year 'round pest control

"AUTOMATICALLY"

Improve Livestock Profits—Use Automatic Curriers and Oils—



Order from your Dealer or write to Mfg's of "Original" Automatic Currier, Box ACP5, KURRY EQUIPMENT CO., MARCUS, IOWA

## "Texas Hats"

for Ranchers and Business Men  
Genuine fur felt hats, silk-lined.  
Hand creased to your choice



Size 6½ to 7¾.  
Color: Silver belly, light or medium  
Brim widths, 2¾ to 2½  
Price: \$7.50

Large staple hats, any color, up to 4" brim, \$10.00. To 4½" brim, \$12.50.

Terms: Cash, Check, Money Order or C.O.D. \$1.00 extra shipping charge. Every hat fully guaranteed, or your money back.

Size..... Brim..... Color.....

Name .....

Address .....

City and State .....

Address

**WALDEN HAT CO.**

Dept. F. 913 West Jefferson St.  
Dallas, Texas

(Most colors available on request)

Wear a "Texas Hat" and be convinced.

May, 1955

## RAILROADS THANKED FOR DROUTH ACTION

In a note of thanks to railroads for reducing rates in the emergency hay program, Secretary of Agriculture Ezra Benson said that the assistance amounted to \$3½ million in reduced charges to drouth-stricken ranchers in the West and South. The railroads last September agreed to a 50 per cent cut in freight rates on shipment of hay into 17 states.

## SWIFT MAKES AWARDS

At the annual meeting of the Utah Cattle & Horse Growers Association in Salt Lake City, Feb. 18-19, a letter of citation to J. A. "Al" Scorup was read from Swift & Company. Mr. Scorup could not be present because of a broken ankle, but the citation was accepted on his behalf by a daughter, Mrs. C. W. Larson. John Albert Scorup, who is now 82, is the son of poor pioneers who came to Utah in a handcart company in 1864 from Denmark.

For his activities as an outstanding rancher and livestock man, as a leader in his community and for his excellent contributions to the livestock and meat industry, Swift & Company presented the citation.

\* \* \*

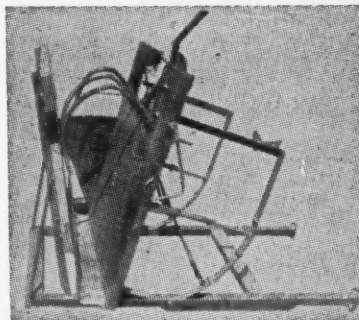
One of Kansas' outstanding stockmen is C. W. "Cal" Floyd of Sedan, a home-grown product with a national reputation as a rancher, a banker and a churchman. For his contributions to his community and the nation, he received the G. F. Swift Centennial Founder's Award during the annual convention of the Kansas Livestock Association at Wichita last month. The awards, made to Mr. Floyd and a number of other men of his caliber, commemorate the time, 100 years ago, when another pioneer in the industry—G. F. Swift—bought a heifer, dressed it and sold the meat, thus starting the business now known as Swift & Company.

Mr. Floyd started with cattle in 1893, when the great panic short-circuited his brief career as a telegrapher. He took cattle on shares and by 1896 had rented his first farm. In 1904 he also entered the banking business.

## He Takes 'Em Regularly

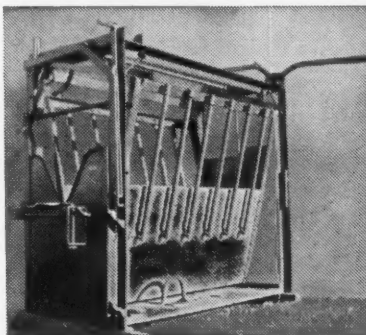
Where does the coyote get his vitamins? The nearest meadowmouse, says H. T. Gier, zoologist at Kansas State College who has been studying coyotes for five years. He has found that rodents like the mouse make up 10 per cent of the coyote's winter diet, and that they seem to furnish the vitamins that tend to increase the number of coyote pups born and the number that live. (The rest of the coyote's diet is made up of rabbits—55 per cent of his diet; poultry—7 per cent; carion—perhaps 25 per cent; game, other animals and vegetation make up the total.)

## TURNER PRODUCTS



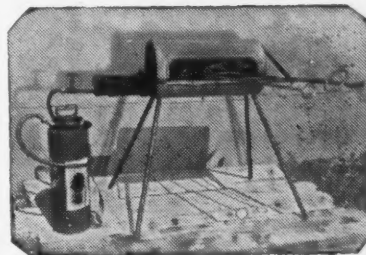
### The Calf Cradle

The most efficient and convenient means for handling 100- to 300-pound calves.



### The Universal Stock Chute

(With foot-trimming attachments)  
The world's best cattle machine. Used by 5,000 leading cattlemen.



### The "Hot Iron" Heater

The most modern and efficient means for heating branding and dehorning irons. Please specify which is preferred—butane or distillate.

**GEO. K. TURNER MFG. CO.**  
Cimarron, New Mexico



May 12-14—Washington Cattlemen's Assn., Aberdeen, Wash.  
 May 18-19—Convention, Sandhills Cattle Assn., Alliance, Nebr.  
 May 19-21—Convention, Montana Stock-growers Assn., Helena.  
 May 25-27—67th annual convention, National Livestock Exchange, Indianapolis, Ind.  
 June 2-4—64th South Dakota Stock Growers convention, Custer.  
 June 6-8—26th annual convention, North Dakota Stockmen's Assn., Williston.  
 June 7-9—Wyoming Stock Growers convention, Casper.  
 June 9-11—Nebraska Stock Growers convention, Lincoln.  
 June 19-21—National Livestock Auction Assn., Colorado Springs, Colo.  
 June 20-23—Convention, Colorado Cattlemen's Assn., Ft. Collins.  
 July 27-29—Annual meeting, American Stockyards Assn., Portland, Ore.

#### CHICAGO LIVESTOCK PRICES

	Apr. 25, 1955	Apr. 27, 1954
Steers, Prime	\$26.00 - 31.50	\$25.50 - 28.50
Steers, Choice	22.75 - 28.00	22.00 - 26.25
Steers, Good	19.50 - 23.25	19.50 - 22.50
Cows, Comm.	14.00 - 15.50	16.75 - 19.75
Vealers, Ch.-Pr.	24.00 - 27.00	23.00 - 25.00*
Vealers, Cm.-Gd.	16.00 - 24.00	15.00 - 23.00
Calves, Ch.-Pr.	19.00 - 23.00	18.00 - 23.00*
Calves, Cm.-Gd.	14.00 - 19.00	14.00 - 18.00
F.&S. Strs., Gd.-Ch.	19.00 - 24.00	18.25 - 23.00
F.&S. Strs., Cm.-Md.	14.50 - 19.00	13.50 - 18.25
Hogs (180-240 lbs.)	17.00 - 17.75	27.50 - 28.00
Lambs, Gd.-Ch.	20.00 - 21.75	21.50 - 24.25
Ewes, Gd.-Ch.	5.50 - 6.50	5.50 - 6.25

(\* Gd.-Ch. in 1954)

#### WHOLESALE DRESSED MEATS

	Apr. 25, 1955	Apr. 27, 1954
Beef, Prime	\$47.00 - 49.00	\$41.00 - 43.50
Beef, Choice	41.00 - 43.00	38.50 - 41.00
Beef, Good	36.00 - 40.00	35.00 - 37.00
Beef, Comm.	31.00 - 34.00	31.00 - 33.00
Veal, Prime	40.00 - 44.00	41.00 - 44.00
Veal, Choice	34.00 - 40.00	32.00 - 38.00
Veal, Good	28.00 - 36.00	31.00 - 35.00
Lamb, Choice	43.00 - 46.00	45.00 - 48.00
Lamb, Good	38.00 - 43.00	43.00 - 46.00
Pork Loin, 8-12 lb.	43.00 - 46.00	56.00 - 58.00

#### COLD STORAGE HOLDINGS

	Mar. 31 1955	Feb. 28 1955	Mar. 31 1954	Mar. 31 5-Yr. Av.
Frozen Beef	134,214	144,208	162,966	167,821
Cured Beef	8,182	8,190	9,718	11,225
Lamb, Mutton	9,196	8,743	9,445	12,540
Total Pork	539,875	530,537	418,283	601,304
Total Poultry	162,024	211,258	217,456	205,901

#### FEDERALLY INSP. SLAUGHTER

	(In Thousands)			
	Cattle	Calves	Hogs	Sheep
Mar. 1955 .....	1,524	660	5,491	1,244
Mar. 1954 .....	1,511	660	4,554	1,148
3 Mos. 1955 .....	4,359	1,740	15,648	3,547
3 Mos. 1954 .....	4,354	1,724	13,149	3,482

## Personal Mention

**Jake L. Schneider**, past president of the California Cattlemen's Association, and his family have been selected for honors at Michigan State College's centennial this summer. Better Farming magazine has chosen the Schneider farm at Sloughhouse as one of the nation's top mechanized ranch operations.

**J. L. Doak** of Gladstone has been named the New Mexico Cattle Growers Association state Cattleman of the Year. Mr. Doak, with his son, Deming, is a registered Hereford breeder; herd im-

provement work in the past year was given as the major factor in his selection for the honor.

**John H. Breckenridge** of Twin Falls, Ida., has been named president of the National Wool Growers Association. The organization's vice-president with the longest service, he succeeds Wallace Ulmer, who passed away unexpectedly last month.

**George C. Shull** of Huntington, Ind., has been named head of the promotion department of the American Shorthorn Breeders Association. He is a graduate of the University of Missouri school of journalism.

**Dr. Paul D. DeLay**, livestock pathologist with the California department of agriculture, has been designated chief of the European mission for research on foot-and-mouth disease for the USDA, and will be headquartered in Amsterdam, Holland, for two years. On his return to the U. S. he will perform further research at the Plum Island laboratory.

**Edmund E. Pendleton, Jr.**, of Washington, D. C., has been named assistant to Assistant Agriculture Secretary Earl L. Butz, who is in charge of the USDA's marketing and foreign agricultural services.

**K. Webb Kennedy** has been appointed the new chief of the division of engineering for the Forest Service in California, to fill the vacancy created by transfer of former chief **James J. Byrne** to Washington, D. C. Mr. Kennedy, a military veteran, has been with the Forest Service since 1935.

**William B. Wright**, former American National president, of Deeth, Nev., has been re-elected U. S. Chamber of Commerce regional director for the eight-state intermountain area.

**Wallace Ulmer**: The president of the National Wool Growers died last month of a heart attack. A resident of Miles City, Mont., he was elected to office this past January at the woolmen's convention in Salt Lake City.

**William D. Simms**: Mr. Simms, who passed away last month, was the father of Willard Simms, editor of the Record Stockman, Denver. As a motherless youth of 14, the elder Mr. Simms had come west from Nebraska with his father in a prairie schooner. They settled in the White River Valley and later William Simms engaged in the mercantile business at Meeker, where he made his home until his death.

**Paul Berry**: Mr. Berry, a longtime member of the American National, and one of its executive committeemen, passed away recently. His home was at Norris, S. D.

**Jess C. Andrew**: The 66-year-old president of the Chicago International Livestock Exposition passed away following a heart attack suffered at his farm home near West Point, Ind.

## ANGUS NEWS NOTES

**Dale Baird** of Franklin Grove, Ill., is temporarily representing the American Aberdeen-Angus Breeders Association as fieldman in the mid-western states while **Robert E. Duprey** of Odell, Ill., recovers from an illness.

\* \* \*

The board of directors of the Angus association has reiterated its stand against the Danish system of judging beef cattle at livestock shows and fairs. Under the Danish system, winners are not recognized as in the American system; instead, individuals are graded into groups according to market standards.

\* \* \*

The national Angus breed association's promotion committee has completed plans for the first American Aberdeen-Angus Conference, to be held June 30-July 2 at Oklahoma A&M College, Stillwater. The program will include speeches and panel discussions by some of the nation's outstanding beef cattle experts.

## PAN-AMERICAN SHOW SET

Premiums and awards totaling \$87,528 have been posted for the Pan-American Livestock Exposition of the State Fair of Texas in Dallas, Oct. 7-23. Of these monies, \$23,000 is being offered for beef cattle, divided \$4,500 for Angus, \$6,000 for Brahman, \$7,500 Hereford, \$2,000 Santa Gertrudis, \$3,000 Shorthorn.

The exposition will include the National Brahman Show and a statewide Santa Gertrudis sale for Texas breeders who are exhibiting in the event.

## CUBAN CONTEST WINNERS

A lot of 10 Santa Gertrudis steers took the grand championship in a fat steer contest held some weeks ago in Havana by the Cattlemen's Association of Cuba. The steers dressed 66.39 per cent and averaged 1,134 pounds. Of the pen of 10, nine were graded choice and one good.

## WHR HEIFER SALE

The WHR bred heifer sale held recently averaged \$556 on 181 lots to total \$100,655. Top pen of heifers, all mated to Vern Diamond, sold to O'Neill Ranches, Big Piney, Wyo., for \$1,235 each. The second top pen, all mated to Vern Diamond, sold to PCR Ranch, Colorado Springs, Colo., for \$1,100 each.

## K-STATE CONFERENCE

The fifth annual Kansas State College beef cattle herdsmen's and breeders' conference, held May 9-10 at Manhattan, included discussions on selection, feeding, breeding and management by experts in those fields. The conference was sponsored by the college's animal husbandry department with the cooperation of national and state beef breeders' associations.

AMERICAN CATTLE PRODUCER



## N. W. KANSAS HEREFORDS BRING TOTAL OF \$18,045

Last month's Northwest Kansas Hereford Association sale at Atwood, Kan., set an average of \$258 on 70 lots to make the total \$18,045, with 35 bulls averaging \$356 and 35 females bringing \$160. The price paid for the champion bull was \$700; that for the reserve champion was \$800, and the champion female brought \$265.

### NEW ANGUS MOVIE

A new motion picture entitled "Mr. Black, Builder of Better Beef" has been released by the American Aberdeen-Angus Breeders Association. The 16 mm sound film in full color runs approximately 15 minutes; it is the third one produced by the association and it covers ranch, farm and feedlot operations in many parts of the country. (The other two Angus films are "On America's Angus Trails" and "Modern Beef Cattle.")

### WEST. NEBR. AVERAGE \$452

A \$452 average was marked up for 41 lots in the Western Nebraska Hereford Association sale. The total taken in was \$18,525 on the 39 bulls, which averaged \$463 and two females which averaged \$183. The two top selling bulls brought \$900 and \$1,000, respectively.

### MIDWEST POLLED HEREFORD SALE AVERAGE \$395

At Deshler, Nebr., last month a sale by the Midwest Polled Hereford Association brought in a \$395 average on 64 lots for a total of \$25,295; 46 bulls figured at \$434 and 18 females at \$297. The champion bull brought \$1,210; the champion female \$600.

### RED ANGUS MEN MEET

The first regular annual meeting of the Red Angus Association of America to be held since its organization a year ago took place Mar. 25-26 in Corpus Christi, Tex. Members attended from Texas, Alabama, Oklahoma and Wyoming, and heard a report of the first year's operation in which the association has inspected and registered 11 charter herds containing a total of about 507 head of purebred cattle which will constitute the foundation stock of the breed. Waldo E. Forbes of Sheridan, Wyo., was re-elected president; S. Taylor McDaniel of Corpus Christi was elected secretary.

### GRAND NAT'L JUNIOR SHOW

Figures released last month on the Grand National Junior Livestock Exposition at San Francisco show that 781 head sold in the beef auction for \$173,366.60, with the top price 36 cents per pound for a 4-H boy's Hereford. The youngsters in the show collected some \$24,000 in cash premiums and \$1,800 in scholarship donated by various firms.

May, 1955

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### BRAHMAN EXPORTS UP 120%

Brahman cattle exports for 1954 were up 120 per cent over the previous year, according to Harry P. Gayden, executive secretary of the American Brahman Breeders Association at Houston. The registry office issued transfers for foreign shipment of 3,481 head during the year, as compared with 1,586 the previous year and 894 in 1952. The breed is reported to be represented in every one of the United States now, and in 35 foreign countries.

### ADDED TO REGISTER OF MERIT

Added to the revised listing of the American Hereford Association's 1955 Register of Merit are two Hereford bulls and one female: MW Larry Domino 107 bred by Milky Way Farms of Pulaski, Tenn.; WHR Resolute 55 bred by the Wyoming Hereford Ranch of Cheyenne, Wyo., and Marlene Domino 3 bred by Portage Farms, Woodville, O.

### QUAR-HORSE REGISTRATION UP

Lester Goodson of Houston, Tex., has been named to head up the American Quarter Horse Association, which met last month in Long Beach, Calif. He succeeds Orville Burtis of Manhattan, Kan. Registration numbers increased greatly in the past 15 years, according to a report made at the meeting, with the present total standing at 94,000.

### SUNCREST SALE HELD

From Phoenix, Ariz., comes a report on last month's sale at the Scottsdale unit of the Suncrest Hereford Ranch, in which 128 lots offered brought in a total of \$101,610. The sale topper was \$7,000. On 64 lots from the Suncrest unit the average was \$798, with seven bulls averaging \$1,240 and an over-all average set at \$789—the same average applying also to the Suncrest cattle. The top Mill Iron bull brought \$2,700, the top female of the sale sold for \$1,600.

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